

# PLAIN TALKERS

N.O. 3



## United States Navy



For  
Meritorious Service and  
Outstanding Performance  
Rendered Beyond Normal Responsibility  
During World War II  
Extends Appreciation to  
the Management and Employees of  
Gulf States Utilities Company

*J. M. Madsen*  
Lieutenant, CEC, USN  
Supervising Civil Engineer  
Supervising Area IV

*B. M. Head*  
Vice Admiral, USN

### OFFICIAL COMMENDATION

Gulf States Utilities Company

and its employees are hereby officially commended by the United States Treasury  
for the operation and support of the Payroll Savings Plan. We, the undersigned,  
recognize that the Government was provided with a substantial part of the money  
to finance the war through this method of Bond purchasing. The continuance of  
this savings plan enables workers to gain a large measure of security by their  
regular purchase of United States Savings Bonds.

*Fred J. Vinson*  
SECRETARY OF THE TREASURY

*Ed A. Hansen*  
NATIONAL DIRECTOR, WAR FINANCE DIVISION



### REDDY KILOWATT



FOR AGES AND AGES  
MEN HOPED IN VAIN  
TO FLY TO THE MOON  
IN SOME KIND OF PLANE

Copyright 1946 by Reddy Kilowatt

### ... Radar Messenger



THEY NEVER COULD DO IT  
YOU ALL MUST KNOW THAT  
BUT REDDY SUCCEEDED  
IN 2 SECONDS FLAT!



# Our Cover



The certificates reproduced on our cover have recently been presented to our Company by the United States Treasury and Navy Departments in appreciation for the support and cooperation that we collectively have given to these branches of the government.

The commendations given to employees and the management of Gulf States are a well earned tribute for the energy and sincerity of purpose shown in every effort made in furtherance of programs undertaken by the United States or its instrumentalities.

The fine War Bond record of employees was stressed in a letter to President Roy Nelson from the Treasury Department and the letter from the Navy Department which was received by Vice President Leonard is as follows:

The Management and Employees of  
Gulf States Utilities Company  
Baton Rouge, La.  
Gentlemen:

The time has come whereby a review of accomplishments during the past five years so clearly demonstrates the part that electrical energy has played in plants and factories and Naval installations in this Area.

Through the Utilities Wartime Aid Program, your company rendered invaluable service to the Naval Shore Establishments and to those Defense Plants engaged in building ships and planes and numerous other items required by the Navy to wage successful warfare. This service was outstanding in efficiency and continuity, resulting in great savings of manpower and materials and was a real contribution towards victory.

This demonstration of planning, action, ingenuity and cooperativeness during this emergency is to be commended. It is indeed a pleasure to me to affix my signature to the attached statement of appreciation and to say "well done" to all hands in your organization.

Sincerely yours,

J. T. MATTHEWS  
Rear Admiral (CEC) USN  
Superintending Civil Engineer, Area IV.

## Beaumont's T. L. Ball Park Installs Lights

Under a battery of beaming flood lights night baseball made its debut in Beaumont May 23 before one of the largest crowds of baseball fans since the days of "Schoolboy" Rowe. Even though the Houston Buffs trounced the Exporters 7-0 it was a gala occasion.

Beaumont, which has been playing professional baseball under old Sol for 43 years, is the last of the Texas League Clubs to install lights. The floodlights were introduced to this circuit by Waco in 1930 and by 1932 every club but the Detroit owned Exporters equipped their field with lamps for night play. If the first night's turnout indicates future attendance, the inauguration of flickers on the local diamond should brighten owner Guy Airey's financial statement considerably and the Y. M. B. L. can bask in the spotlight for having underwritten the cost of the arcs.

The lighting installation consists of eight banks of floodlights each approximately 60 feet high. There are 120 lighting units operating two 1500-watt lamps each, making a total connected load of 360,000 watts. The lamps are operated at 5 percent overvoltage whereby approximately 17 percent increase in light output is realized. This gives a measured output of 378,000 watts, and is equivalent to the use of approximately 380 average home customers in our system. Under the daylight brilliance of these powerful beams one had no trouble in following a Houston player's booming home run over the left field fence and into the outside darkness. A battery of lights on each side and in back of the batter's box concentrated the lighting on the infield, but every part of the playing field was well illuminated and the Reddy Kilowatt sign 397 feet from home plate was easily visible to every fan.



**NIGHT SHOT OF STUART STADIUM UNDER LIGHTS** — Just before Beaumont's opening night game officials look over the playing field to check on the efficiency of the new 378,000 watt lighting installation. Arrow points to Gulf States signboard some 450' from camera point.

Night baseball was first tried at Fort Wayne, Ind. in 1883 and at that time was described as "mazda madness," but no real effort to light playing fields was made until 1927. It really became "accepted" to diamond die-hards during the early depression years when clubs began installing them as a means of stimulating anemic attendance figures, which it did do. The first night game in organized baseball was played in Des Moines on May 2, 1930. Now nocturnal base-

ball is so firmly entrenched upon the American sporting scene that at least 250 major and minor league teams play regularly under the floodlights, and only two major league parks are without them. During the 1945 season three out of every four professional games were played after dark.

The lights for Stuart Stadium were furnished by the Giant Manufacturing Company and installed under the supervision of the Nixon Electrical company of Beaumont.



Friends were sorry to learn of the death on May 22 of Ike Tevis, who before his retirement last October, worked in the production department at Naches Station. Mr. Tevis had been critically ill most of the time since Christmas.

A descendant of pioneer Beaumont settlers, Noah and Nancy Tevis, Ike Tevis was born in Loeb, Texas, near Voth. He began his career with the company in 1907 when he started work for the Beaumont Ice, Light and Refrigerating company as a fireman in the Old Tevis Street plant which provided Beaumont with electric light power. In 1911 when Stone & Webster took over the local power company, Mr. Tevis was on duty at midnight when the transfer took place. He was made watch engineer in 1918, repairman in 1925 and was promoted to station engineer in 1932. He was made substation operator in 1934 and after the abandonment of Tevis Street as a power plant in 1940, transferred to the production department at Naches where he was working when he retired.

Mr. Tevis received his 30-year Service Club pin in 1940 when the Service Award plan was inaugurated.

To his wife, Mrs. Tinna Tevis, and son, Reid W. Tevis, who also works at Naches Station, and other members of the family, Plain Talks extends deepest sympathy on behalf of their many friends throughout our company.

## Louisiana Station Employees Enjoy Feed



Pictured above is a scene from one of the two parties which Louisiana Station employees held recently. The fish and chicken dinners which were held on the False Rivers were paid for with profits from the coke machine which the employees operate at the station. A fine time was had by all and quantities of fish, chicken and that incomparable Louisiana delicacy, "hush-puppies" were consumed.

## G.S. Benevolent Assn. Votes on Two By-Laws

On May 27 the Gulf States Utilities Employees' Benevolent Association began the distribution of ballots for voting on the amendment of the by-laws which will permit the increase of maximum benefits to members of the association. Accompanying the ballots was a letter of explanation by President E. H. Pintsch, together with a copy of the present and proposed by-laws, which outlines the advantages to be gained by the change.

The Benevolent Association operates all over the Texas part of the system and west of the Atchafalaya river in Louisiana.

The recommendations offered to the membership by the directors proposes to increase the maximum reimbursement for any one disability or illness from \$175 to \$250, and will also increase the maximum reimbursement for dental work from \$25 to \$50. This action was taken by the directors after several years study of experience figures and because of the association's strong financial condition, which is indicated by the following tabulation of the receipts and disbursements from July 1, 1943 to May 1, 1946. As of May 1 the cash balance was \$9,936.81 and an additional \$9,116.37 was invested in G.S.U. Co. preferred stock.

### Receipts

Membership Dues	\$11,571.00
G.S.U. Co. Contributions*	11,591.00
Dividends on stock owned	1,533.60
Premium on stock	432.00
Tax Refunds, etc.	75.97
 Total Receipts	 \$25,203.57

\*The company contributes to the funds of the association an amount equal to that paid in by the membership as dues.

### Disbursements:

Doctor Services	9,309.26
Hospitalization	1,376.26
Nursing Services	241.50
Prescribed Medicine	1,630.57
Dental	3,556.25
Accident & Sickness Benefits paid under prior by-laws	701.50
Miscellaneous	263.43
 Total Disbursements	 \$17,078.77

Under existing by-laws the association will reimburse a member one half of physicians' bills not to exceed \$100 for any one period of disability or service; one half of hospitalization not to exceed \$25; one-half of nursing service not to exceed \$25; and one-half of prescribed medicine not to exceed \$25. Under this set-up a total of \$175 may be paid to a member. The proposed by-laws will increase the benefits so as to reimburse a member for one-half of all or any of the above services with the total reimbursement not to exceed \$250 for any one disability or illness. In addition the maximum reimbursement on dental work will be increased from \$25 to \$50 during any twelve-month period. This doubles present benefits.

Directors urge all members to return their ballots as soon as possible. The deadline date is June 27, and two-thirds of the membership must vote for the amendment by that date for the change to become effective.

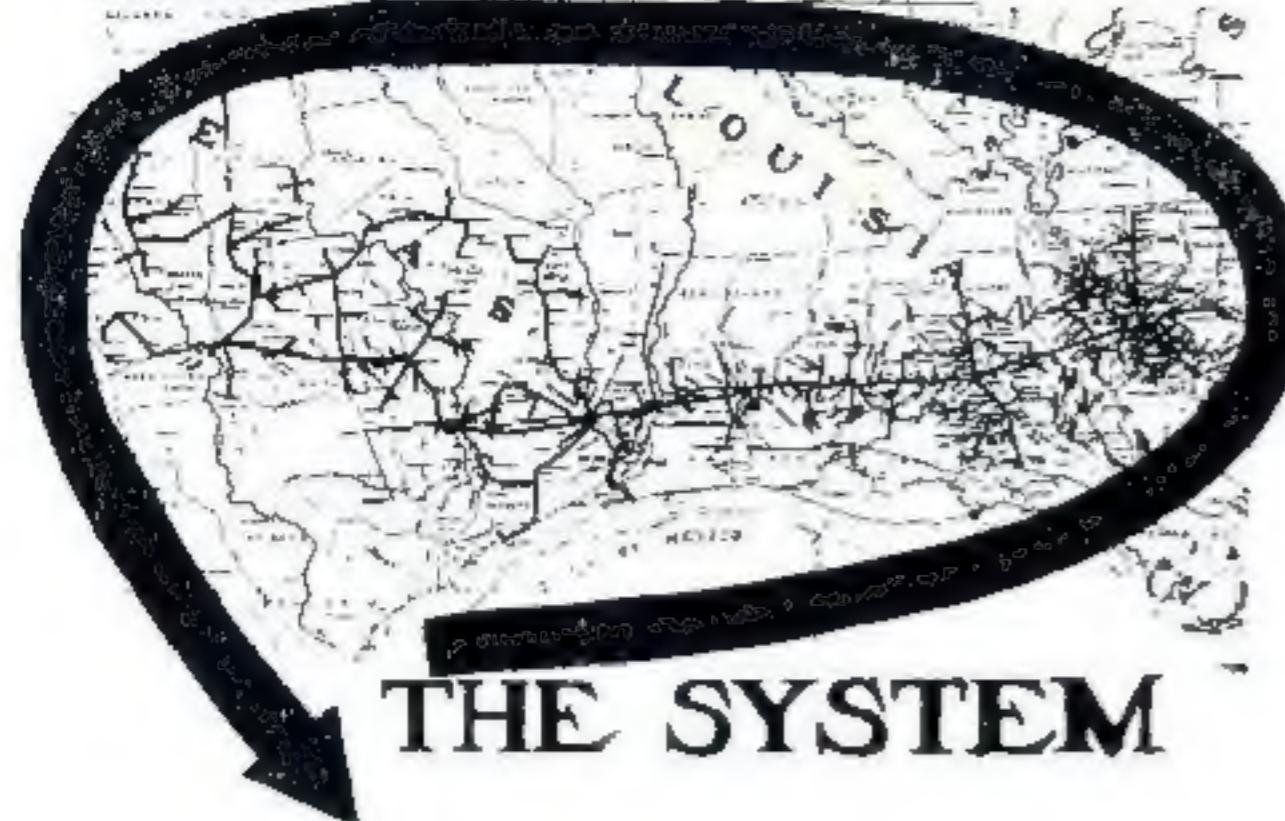
Officers of the association, in addition to President Pintsch, are: W. H. Caswell, secretary-treasurer; and directors, C. G. DeCuir, E. E. Figari, H. V. Faber, I. L. Goen, R. E. Morton, E. H. Pintsch and R. M. Tompkins.

## Tom Walker Visits



A sidewalk photographer caught this picture of our president Roy Nelson, left and former president Tom P. Walker as they walked down Beaumont's Pearl Street on a sunny day early in May when Mr. Walker was visiting in the system on business. He is now a vice-president with the Irving Trust Company of New York.

## AROUND



**BUILDING** — Despite material shortages and other troubles attendant to the building trade, much work of this sort is under way or planned for many localities in our system.

At Port Neches the Jefferson Chemical project recently awarded contracts for the construction of two buildings to cost about \$750,000.

Baton Rouge, which probably leads the whole Gulf Coast in all types of building, has over a thousand homes under construction and recent announcements indicate much new work to be commenced soon. The Ethyl Corporation there will erect "Medical and Personnel" and "Development Laboratory and Pilot Plants" buildings, to cost \$1 million; and a new company there will commence building a \$250,000 brick and tile plant within the next two months.

Anahuac will have a new \$158,000 rice dryer, now under construction, ready for the 1946 rice crop. — Alvin, too, is scheduled to have a new rice dryer in the very near future.

Orange is scheduled to get a new 4-lane highway bridge across the Sabine river, approximately one and a half miles north of the existing highway 90 bridge, very soon.

Up in Montgomery County the commissioner's court leased the county air park to a company which will remodel surplus heavy aircraft of the armed forces into commercial freight and passenger ships. The new company has tentative contracts amounting to a half million dollars with many more in the making. This concern will also be equipped to offer complete mechanical services for all types of planes.

**PROGRESS** — According to an industrial survey just completed by the Beaumont Chamber of Commerce there are now 21% more active manufacturing firms in the Beaumont area with employment 33% greater and pay roll 60% greater than in 1940. There is a minimum of 150 active manufacturing plants in the area at present with pay rolls exceeding \$18,000,000 annually.

According to a report based on data from the Department of Commerce, retail sales in Jefferson County during 1945 were higher than ever before. The county's retail spending amounted to an average of \$701 per person, as compared with a national rate of \$550 per capita. Total retail sales in the County were more than \$133,000,000 or a gain of 132% over 1939.

**SCHOOLS**: Since unprecedented numbers of students are crowding existing school facilities to their limits, enlargement programs are being undertaken for their accommodation. Over in Baton Rouge a contract was let in May for building a \$250,000 trade school to have an estimated enrollment of 1000. In Port Neches a 24-classroom high school building and an 11-classroom Junior high school building received financial aid to the tune of an \$18,000 federal grant on a project estimated to cost \$850,000.



This is the symbol of ELECTRICAL LIVING. It has been chosen by the Electric Industry as their trade mark and will be used to identify things pertaining to our industry.

This trade mark will soon begin to make its appearance in newspapers, magazines, window displays and on tags attached to electrical merchandise. Wherever it will be shown there too will be shown something to help make life easier and more thrilling than it has been before. It may be an appliance, or a radio, or a motor. It may be only a message—a household hint, or a suggestion on how to live better—Electrically.

Whatever it is you will know that it is related to your industry, your job, to you. So remember the sign—point it out to your friends. To you all it is the sign of better, ELECTRICAL LIVING.

A \$750,000 bond issue was recently voted at Lake Charles for the construction of two new school buildings, a school administration building and additions and alterations to Lake Charles High School and gymnasium.

**MUNICIPALITIES**: The town of Griffing Park near Port Arthur recently passed an ordinance granting the company a 25-year electric franchise. — The City of Port Arthur and our company are now working on plans for installation of additional street lights for Port Arthur. The City Commission there has already authorized the use of \$4,000 annually to be saved from the reduced street light rates for installation of additional lights. — A public spirited group in Beaumont assured the location of the proposed tanker storage basin on the Neches River south of the city when they helped the U. S. Maritime Commission purchase 383 acres of land to be used for the basin.

Plain Talks joins all Gulf States employees in expressing deepest sympathy to:

Rudy Landers, Baton Rouge accounting, whose father died recently at his home in Massachusetts;

L. T. Haney, Navasota accounting, whose father, George Haney, died at Waller May 18.

Robert L. Butler, Customer Contact Representative at Cleveland, whose father, Robert Lee Butler died June 6 at his home in Cleveland.

A grudge is too heavy a load for any man to carry.—**Glen Buck**.

The really great man is the man who makes every man feel great.—**D. K. Chesterton**.

## SWAP JOBS



In a personnel change effective June 1, Tom E. Crossan, (left) goes to Virginia Electric & Power Company as system superintendent of production and John A. Reich (right), formerly of VEPSCO, comes to Gulf States to become our new system superintendent of production.

Mr. Crossan has been system superintendent of production for Gulf States since 1942, and for 12 years prior to that time was superintendent of Louisiana Station at Baton Rouge. He has a long service record with Engineers Public Service Company subsidiaries and predecessor companies, and in 1944 received his 30-year Club Award from Gulf States.

Mr. Crossan graduated from Williamson Trade School in 1914 and immediately began his career as an engineer with Stone & Webster Engineering Corporation at Tampa, Florida, where he remained for five years. Later he was transferred to Baton Rouge, then Houghton, Mich. and Pawtucket, R. I. After Pawtucket he went back to Houghton as assistant chief engineer; then as chief engineer to Ponce, Porto Rico; to Pensacola, Florida; back to Pawtucket; to Fall River, Mass.; and finally to Baton Rouge.

Mr. Reich is also a long time employee with our parent and predecessor companies. After getting his diploma as a power plant engineer from Williamson Free Trade School in Pennsylvania, which is his native state, he went to the Stone & Webster managed utility property at Ponce, Porto Rico in 1918. He took up his residency in Texas two years later when he was transferred to Galveston where he remained for two years. He was next transferred to Houston where he worked a year before moving to El Paso Electric Company, where he lived until 1928. In that year he moved to Richmond with the Virginia company, and it was from Richmond that he came to Gulf States.

For the present Mr. Reich, with Mrs. Reich and young daughter, will make their home in Baton Rouge. Mr. Crossan will live in Richmond, Virginia.

On behalf of Gulf States employees, Plain Talks extends a hearty welcome to Superintendent Reich and to Tom Crossan we wish the best of everything in his new job at Richmond.

### Mrs. Bridler Visits

Mrs. Fred Bridler was a pleasant June visitor, looking up old friends in Port Arthur, Beaumont, Silsbee and the Navasota division made when her husband was with our operating departments. About 10 years ago Mr. Bridler was transferred to El Paso where he has been with the El Paso Electric Company since.

## A.I.E.E. ELECTS GULF STATTERS



Morgan

Spencer

George W. Morgan, system engineering, Beaumont, was elected chairman of the Beaumont section of the American Institute of Electrical Engineers, and N. C. (Fritz) Spencer, also of system engineering, was elected vice chairman of the Beaumont section by fellow members at the first annual election of officers held the latter part of May.

The Beaumont section was until about a year ago a subsection of the Houston section and it was only after much effort on the part of George Morgan and some others that this separate status was attained. The Beaumont section, which has a membership

of 85, includes an area around Beaumont comprised of Jefferson, Orange, Hardin, Polk, Sabine, Tyler, Jasper, Shelby, Newton, Nacogdoches, Trinity, San Augustine and Angelina counties. At the time this group became a full section they had only 61 members, but during their first years existence have made a membership gain of over 15 percent.

Other officers elected at the annual meeting were C. A. Daniel, a General Electric Company representative, secretary; R. W. VanKirk, another G. E. representative, John Fontaine, Graybar, and Thomas H. Rettig, Magnolia Petroleum Co., directors.

One of the first actions being taken by the new officers is the commencement of a membership drive and all engineers in the company who desire affiliation with the A. I. E. E. are requested to contact George or "Fritz."

The man who admits that he has a lot to learn has learned a lot.

Definition of worry: A circle of inefficient thought whirling about a pivot of fear.—  
**Northwestern National News.**



J. Warren Hoyt, (right), Safety Engineer for El Paso Electric Company of El Paso, Texas was a recent visitor in the Gulf States system. Mr. Hoyt had attended a state convention of safety directors and engineers at Galveston and returned to Beaumont with our safety director, Jack Shirey, (left) who conducted his visitor around the property, where he renewed acquaintances with some of his friends in our company.



The folks in the Navasota office are really appreciative of the work A. T. Holly, lighting engineer, is doing in their city. Attesting to this is the following article on new lighting installations sent to Plain Talks by the Navasota office.

As a duck takes to water, as puppies take to little boys, so did our lighting engineer, A. T. Holly, take to the task of educating Navasota merchants on the plan of "Planned Wiring for Better Lighting". Working under the greatest restrictions, and against great odds, he has done more toward "planned wiring for better lighting" than has been accomplished in the Navasota Division during the past fifteen years.

We are very proud of the job done on the new Murray Motors Building, the Blue Bonnet Cafe, and last, but certainly not least, the new Security State Bank Building. It has been no little job to educate contractors, owners, and employees on this new idea, and to secure the necessary equipment and skilled labor to install it. But A. T. has stayed on the job and the results of his efforts can be seen in the accompanying pictures, all taken at night.

Our traveling reporter brings back the word that visitors to the opening nights on these new buildings were favorably impressed with the lighting in them, particularly with the fact that the new fluorescent lamps in large numbers, properly installed, produced no shadows.

We hope to be able to report a large number of new lighting jobs in Navasota, and we again take off our hats, and say, "Orchids to you, A. T. Holly".



The above pictures illustrate the effective work A. T. is doing in Navasota. The view at the top left is an exterior shot of the Blue Bonnet Cafe; top right is the Security State Bank; and bottom is the Murray Motors show room.

## Married



Landry



Manuel



Craft



Ward

Ruth Landry, Lake Charles home service advisor, became Mrs. William Foster Hession at a ceremony performed at the Methodist Church in Lake Charles, May 30. Mr. and Mrs. Hession honeymooned in New Orleans and will make their home in Lake Charles. Ruth will continue with her present duties in the home service department at Lake Charles.

Ethel Manuel, Beaumont customer accounts, married former Gulf Stater James Richardson in Beaumont May 8. James, who just recently received his discharge from the army, is going to help his brother manage the family hardware store in Hull, where the Richardsons will make their home.

Charlene Craft, Beaumont t & d, was married to Lt. Wyatt Hall, a Port Arthurian now in the army, at Fort McClellan in Anniston, Alabama on June 8.

Doris Ward, Beaumont accounting, became Mrs. Mike Plake on April 27 at a ceremony performed in Beaumont, where she will continue to make her home.

Brock Shugart, who worked in Beaumont line department before entering the army, was married to Miss Carolyn Sue Steinberger, also of Beaumont, in a ceremony at the First Methodist Church June 2. Brock recently received the "boots and wings" of the USA airborne troops and will leave soon for overseas service.

C. W. Stracener, Beaumont line, strode the middle aisle on April 20 with Mary Anne Rogers. After the wedding which took place at South Park Baptist Church, the couple went to Galveston on their honeymoon.

Archie L. Whitson, Beaumont production, was married recently to Helen Virginia Johnson of Beaumont.

Peggy Flanders, Lake Charles accounting, was married to Gale Berry of Lake Charles on May 28. After a brief honeymoon at Galveston Mr. and Mrs. Berry will make their home in Lake Charles.

## Engaged



Announcement was made during May of the engagement of Jewel Wilcox, Beaumont customer accounts, to Eugene Dundon of Beaumont. Wedding bells are scheduled to ring around the middle of June.

## HONORED



Lilyerstrom



Nantz

Mary O. Lilyerstrom, Beaumont accounting, was re-elected to her twenty-seventh consecutive term as secretary-treasurer of the Beaumont Music Commission at a meeting held during the latter part of April.

Cecil Nantz, district manager at Navasota, was elected to the board of directors of the East Texas Chamber of Commerce at their annual meeting held in Shreveport April 22.

## Transferred



McCormick

Winborn

Garman

H. J. McCormick has been transferred back to Beaumont sales after helping out at Naches Station as repairman during the war period.

C. W. (Connie) Winborn has been transferred from customer service representative in Navasota to the Baton Rouge sales department.

M. C. Garman has been transferred from Baton Rouge production department to substation operator at Jennings.

J. O. Lively, formerly of Port Arthur meter, has been transferred to Navasota meter department.



Russell

Craig

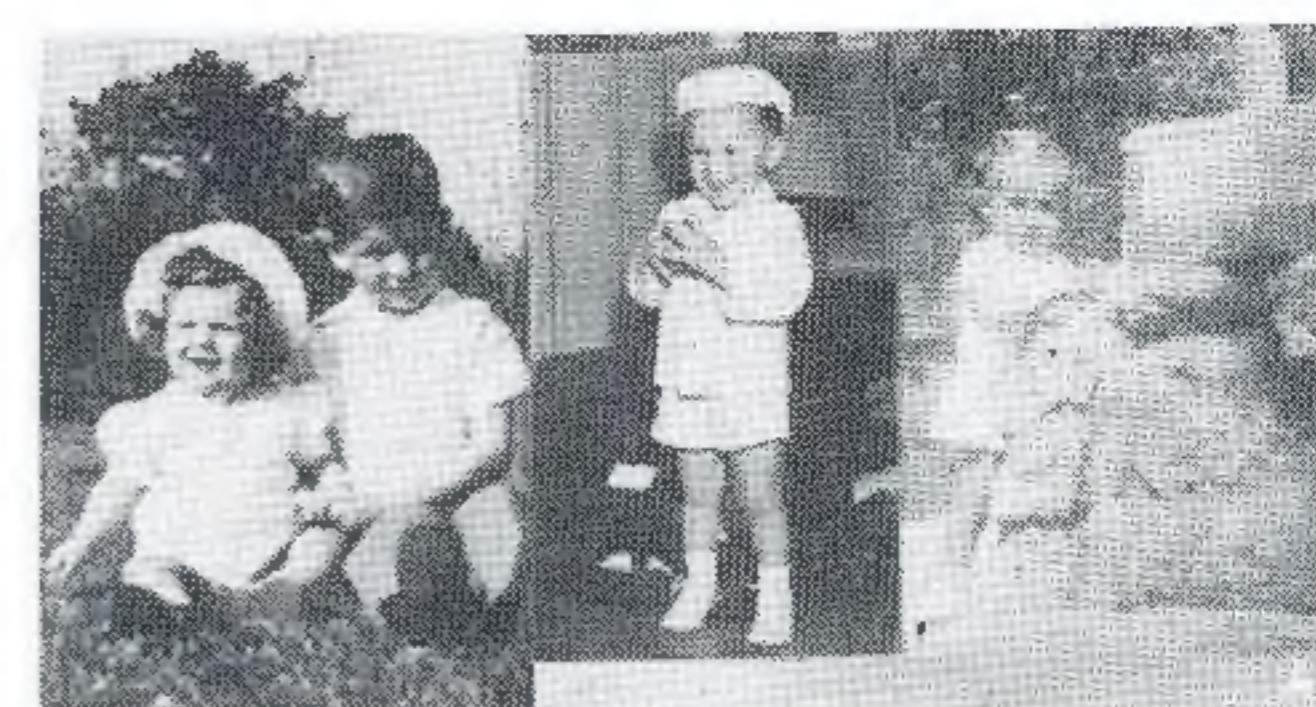
Colyer

C. M. Russell formerly supervisor of plants at Navasota has been transferred to Baton Rouge as maintenance foreman.

Engineer Robert M. Craig has been transferred from the transmission and distribution department in Baton Rouge to the system engineering department in Beaumont.

Charles Colyer, who was superintendent of sales, Lake Charles division, when he entered the army in 1942, has been appointed assistant advertising director and on June 3 assumed his new duties in Beaumont.

## GROWING WITH GULF STATERS



Joycelyn  
Corkern

Jimmie  
McCormick

Barbara  
Barrick

Joycelyn Key Corkern, sitting beside her big brother, is the daughter of M. C. Corkern, Baton Rouge accounting. Joycelyn celebrated her first birthday in May.

Jimmie McCormick is the son of Herbert J. McCormick, Beaumont sales, and the former Nellie Rae McManus who before her marriage was employed in Beaumont statistical. Jimmie is two years old, his birthday being March 3.

Barbara Brachelen Barrick is the daughter of Mr. and Mrs. Jimmie Barrick. Jimmie works in Baton Rouge gas. Barbara was one year old on May 4.

## With the Sick

As we go to press, we learn that C. H. "Chief" Meeks of Orange is still in a Beaumont hospital recuperating from a bronchial infection. Reports indicate that Mr. Meeks will be back home soon.

Don Henderson of Beaumont line who was seriously burned when he came in contact with a distribution line last September is still in a Galveston hospital undergoing skin graft treatments on his arm and leg. Don's condition is good and he is in fine spirits despite his long confinement.

C. L. Potter, Beaumont substation, is in a Temple hospital receiving treatment for an old ailment. Mr. Potter expects this treatment to be the last he will be required to take. Plain Talks joins the many friends of these Gulf Staters in wishing them speedy and complete recovery.

## New Employees

BEAUMONT: Joan Reed, Genevieve Montroy, customers accounts; Donald Coggins, t & d; Dorothy Cady, steno.

LAKE CHARLES: George Bankman, t & d; Louana Saucier, customers accounts; Earl Guidry, Jennings t & d.

BATON ROUGE: Weldon Stevens, customers contacts; Evelyn Budukiewicz, customers accounts; Sidney Browning, Wendell Smith, gas; Marian Michael, pbx operator; Elmo Perle, t & d.

OTHERS: Bobbie Campbell, Somerville office clerk; Gerald Daily, Orange t & d; Robert Butler, Cleveland customers contacts; Dorothy Phillips, Huntsville office clerk; Gussie Colston, James St. Julian, Junius Vital, Orange production; Juanita Skinner, Corrigan office clerk; Bonnie Futch, Conroe office clerk.

PORT ARTHUR: A. J. Guidry, production; Joe Kelley, meter.

# OF INTEREST TO THE GALS

## Seasonable Recipes

Our good friend the maestro of the kitchen, Grace Brooks, has again prepared a group of fine recipes suitable for the times and the season. They include a variety of dishes and will be a big help in planning your meals this summer.

### Baking Powder Biscuits

(Using Emergency Flour)

To obtain the best results in baking biscuits with emergency flour, it is advisable to use less liquid than with the usual flour. This recipe is prepared for the new type flour.

2 cups sifted flour	1 teaspoon salt
4 tbsps. baking powder	1/4 Tbsp. cold shortening
3/4 cup cold milk	

Sift flour, baking powder and salt together and cut in shortening with 2 knives or a pastry blender. Add milk and mix quickly. Knead for a few seconds on lightly floured board. Pat out to  $\frac{1}{2}$  inch thickness and cut with biscuit cutter. Place in greased pan close together for crust on top and bottom only, far apart if crust is desired on sides also. Bake at once in very hot oven (450 degrees F.) 12 minutes. Makes 25.

### Vanilla Ice Cream

1 Tbsp. or 1 pkg. un-flavored gelatin	1 cup single cream
3 Tbsps. cold water	3/4 cup sugar or light corn syrup
2 cups milk	1 tsp. vanilla
3 eggs, separated	
	3 Tbsps. sugar

Dissolve 1 tablespoon gelatin in cold water for 5 minutes. Scald 1 cup of milk. Beat egg yolks, add sugar and beat until light color and thick. Add dissolved gelatin to scalded milk, then add to egg mixture and other cup of milk and cream. Mix well. Place in dessert tray and freeze until firm. Remove from tray into a chilled bowl and beat until very smooth. Add vanilla and fold in stiffly beaten egg whites to which 3 tablespoons of sugar were added. Place back into refrigerator tray and freeze until firm. Do not stir again. Serves 8.

### Sugarless Brownies

1/2 cup shortening	3/4 cup sifted cake flour
1 cup white corn syrup	1/4 tsp. baking powder
2 squares unsweetened chocolate (Melted)	1/4 tsp. salt
3/4 cup chopped nuts	2 eggs, well beaten

Work shortening with spoon until fluffy and creamy. Then add corn syrup gradually, while continuing to work with spoon until light. Stir in melted chocolate. Sift together dry ingredients, add  $\frac{1}{4}$  of them, while beating mixture with spoon. Add well-beaten eggs and rest of dry ingredients and nuts. Turn into greased  $9'' \times 5'' \times 3''$  cake pan and bake in a moderate oven of 350 degrees F. for about 35 minutes or until done. Immediately cut into squares with a knife. Makes about 25 Brownies.

### Chocolate Cream Pie

3/4 cup sugar	2 1/2 cups milk, scalded
3 Tbsps. cornstarch	3 egg yolks
3 Tbsps. flour	2 squares chocolate
1/2 tsp. salt	1 tsp. vanilla

Blend together sugar, cornstarch, flour and salt. Stir into hot milk. Cook until thick. Add chocolate broken in small pieces, stir until smooth. Add a small amount to the beaten egg yolks and then add to remaining mixture. Cook 2 minutes longer. Cool. Add vanilla. Pour in baked pie shell.

### Meringue

3 egg whites	6 Tbsps. sugar or 3 of granulated sugar and 3 of powdered.
1/2 tsp. cream tartar	1/4 tsp. salt

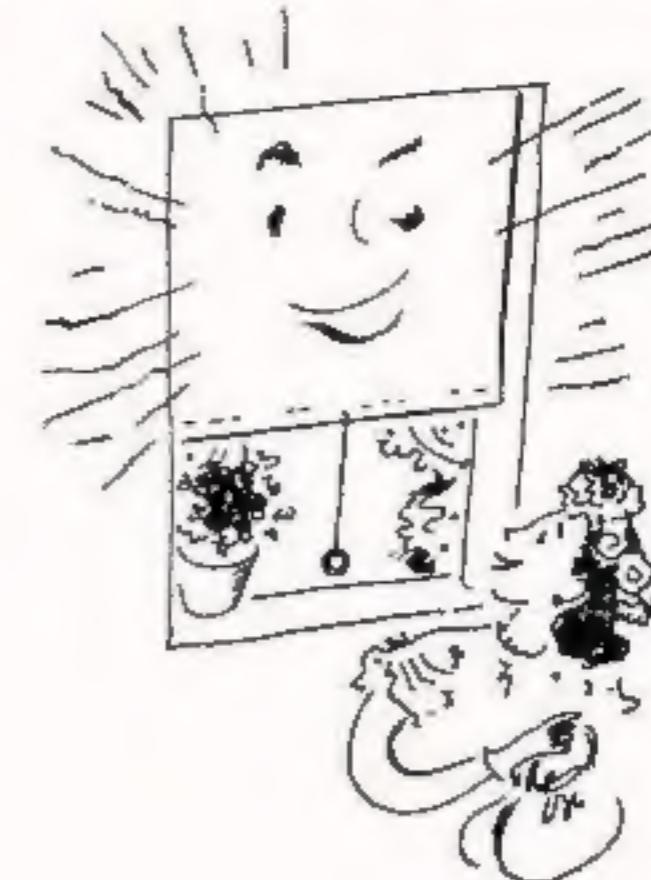
Beat egg whites, cream tartar and salt at high speed until stiff but not dry. Add sugar one tablespoon at the time. Bake 325 degrees — 20 minutes.

To use corn syrup: 3 Tbsps. corn syrup in place of sugar

To use honey: Add 1/3 cup honey to 1 stiffly beaten egg white very slowly.

Girls who work in Cuban cigar factories voluntarily pay 10 to 24c a week to hire professional "readers", who shout romantic novels to them in half hour periods four times a day.

## A Shade Brighter



There's a certain satisfaction every good housekeeper enjoys when she knows her windows look nice — gleaming and bright, dressed with crisp clean curtains and window shades all drawn to a level. She knows she's in Class One in good house-keeping gossip as far as her neighbors are concerned.

A great deal has been said about how to clean windows and the best ways to handle curtains. But not enough has been said about the care of your window shades. Here's how.

First, know your shade. Examine the weave. If it is loosely woven, use wallpaper cleaner or art gum to clean it, because loosely woven shades generally resent water. If it is closely woven, wipe it with a cloth wrung out of soap and water, or with thick suds and a damp cloth. Lay the shade on a flat surface, such as the top of the kitchen table, and brush to remove surface dust. Apply suds or sudsy cloth to a small area at a time, beginning at the roller end. Rinse the cleaned section with a damp cloth and blot with a dry cloth to prevent moisture from soaking into the fabric. Continue this routine until the entire shade has been cleaned. Now, up with a clean shade at the window, and up with your own satisfaction over a rejuvenated window shade!

Sweater girls of the future will wear sweaters as warm as wool, as fine as wool, but made from peanuts. The lowly goober, drained of its oil content, winds up as a decorative, wooly looking fibre.



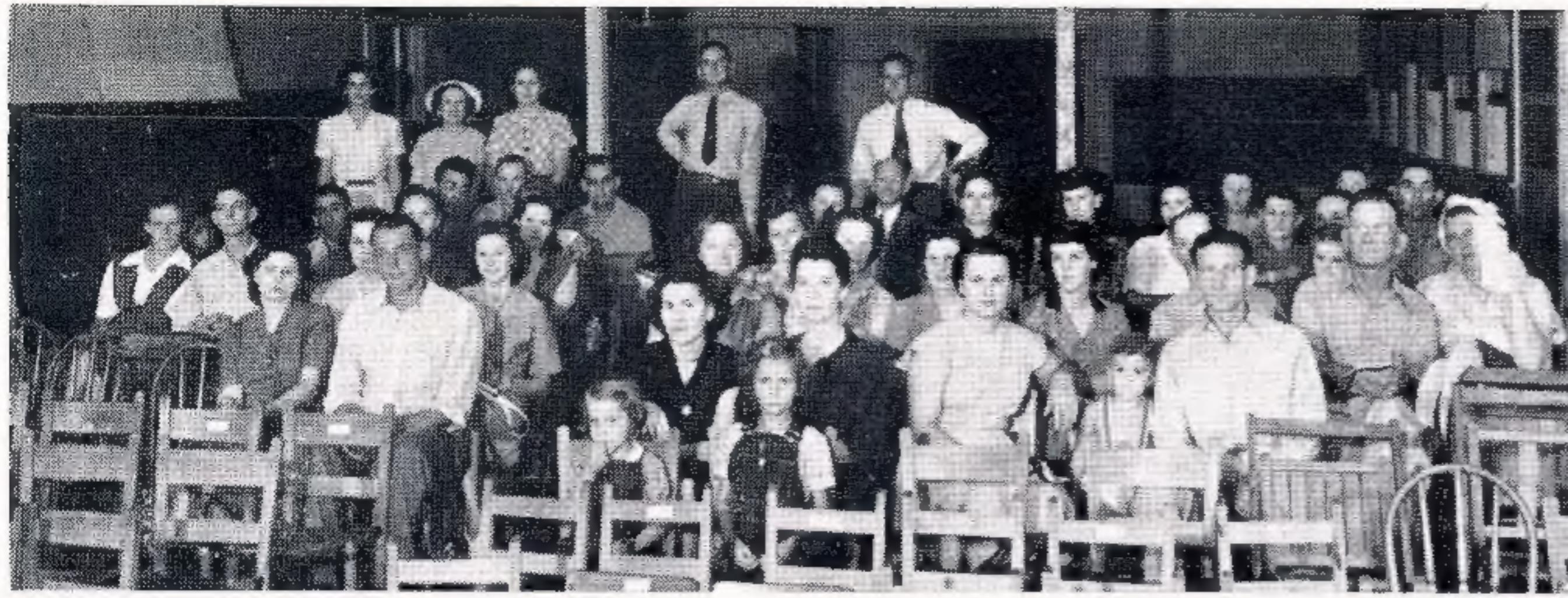
## BEAUMONT GALS VISIT R. KILOWATT COTTAGE TO STUDY ELECTRIC COOKERY

If there is anything to the old adage, "The way to a man's heart is through his stomach", then about 40 of the fairer sex around the Beaumont offices learned a few fancy tricks recently on how to keep their man after they've won him. Home Service Advisor

Grace Brooks conducted a cooking school for Beaumont employees beginning May 14 and during the three weekly meeting periods a total of 114 gals visited the Reddy Kilowatt cottage to learn "what's cookin'." The "school" ended June 4 with a demonstration

of various electrical appliances and a sound film on home lighting.

Orvalene Rhader of the Beaumont home service department assisted Grace in her cooking demonstrations.



SEE FROZEN FOODS PICTURE — Fifty-five residents of the Bridge City community enjoyed a technicolor film on Frozen Foods May 30 at a meeting sponsored by the Bridge City home demonstration club and the Baker's Cold Storage Locker Plant. The film was presented by Gulf States and shown by

Dick Eddleman, Orange customer sales representative. Mrs. Thelma Carson and Miss Olivia Hoffman, Beaumont rural home economists, were present at the meeting.

Mrs. Carson made a talk on frozen foods and assisted in the question and answer part of the program.

## Slick Solicitors Swindle Suckers

This is just the right time, and an unusually good season for you to be plucked—if you don't watch out. The government has warned that along with other post-war ails there will be a vast increase in swindling, fraud, and dishonest application of solicited money. Swindlers are trying all sorts of new schemes to separate wage-earners from their wartime savings.

Only recently in Beaumont two men were sentenced to jail after being caught soliciting funds for fraudulent purposes while wearing parts of a U. S. army uniform. Almost every day there is some news item pertaining to similar cases where persons have been apprehended soliciting funds with dishonest intentions.

Since there is a recognized national increase in reprehensible practices of this sort, it is only prudent when you shell out to be certain of the recipients of your generosity. Such was the admonition recently passed on to the members of the Beaumont Chamber of Commerce by J. B. (Pat) Bishop, who is chairman of that organization's Solicitations Committee. It is also good advice for others.

Some of the schemes that have been perpetrated on a gullible and generous public recently are: fraudulent checks—"re-plating" silver service—liquor store options—hymnals—nylons—returning son telegram racket—rug peddling—sales of old Irish lace and linen—fake eye specialists—fake broker's office—confidential sales of sheets, towels and white goods—magazine and book subscriptions—donations for various organizations and charities—and many others, both old and some brand new.

It will save you cash and will also insure that your money will go into legitimate channels if you make certain that the person soliciting you is an accredited solicitor or salesman before parting with your dough. Usually your Chamber of Commerce, Credit Exchange, or some similar organization can furnish the information you need to check the credentials of those contacting you. If you have no means of checking on the solicitor just take time to reflect the merits of the request being made. After all, if the cause is worthy and the representative honest you can usually have another chance to make a contribution or purchase.

Susie has a nice, new skirt;  
So neat, so bright, so choosy.  
It never shows a speck of dirt,  
But, gosh, how it shows Susie!

The first color photograph via radio was transmitted from Chicago to New York in 1937.

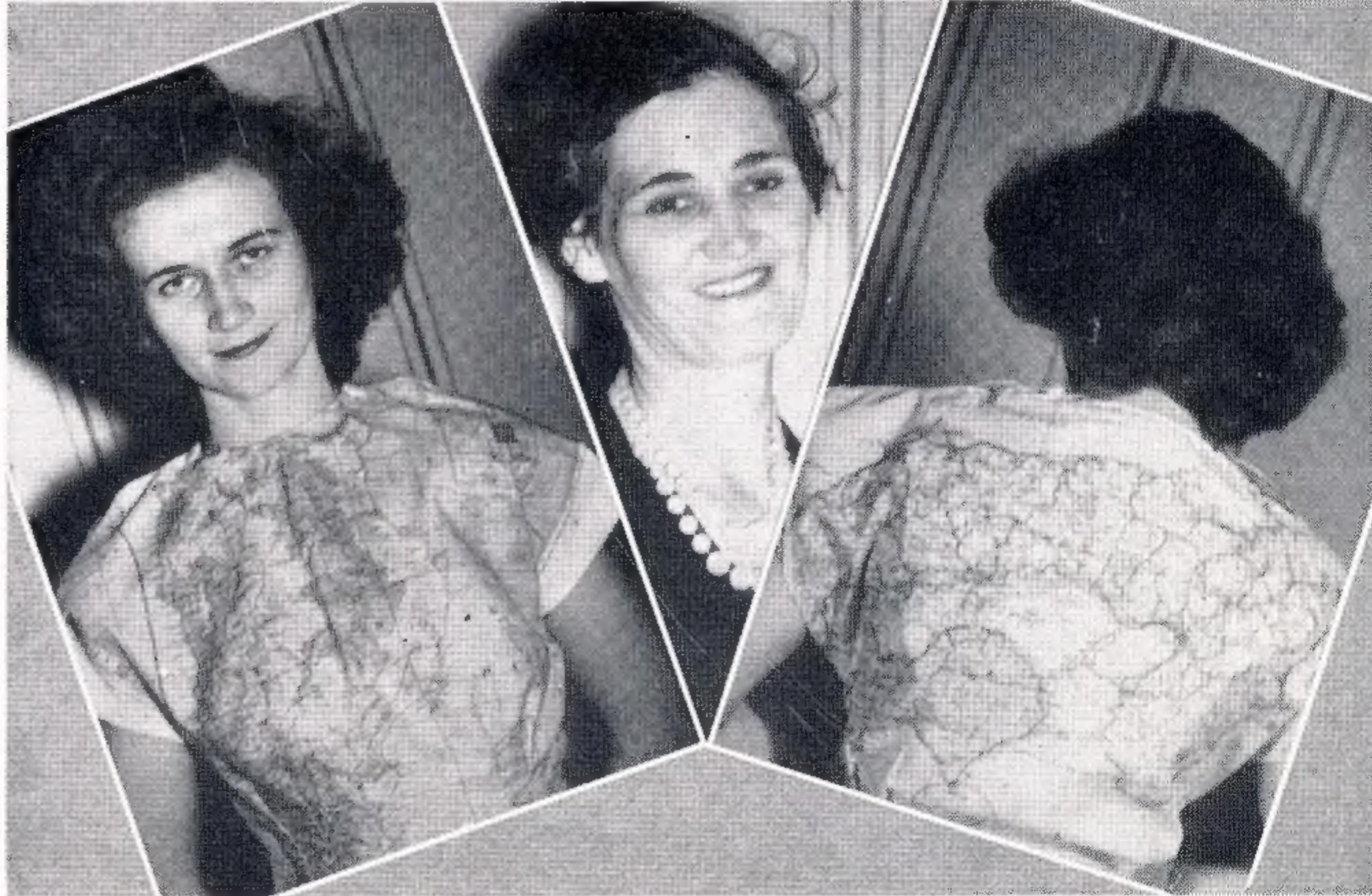
## G.S.U. To Reissue \$27

### Million In Bonds

Officers and stockholders of Gulf States Utilities Company discussed plans at a special meeting June 11 for the sale of a new series of First Mortgage Bonds in the amount of \$27,000,000, and the execution of a \$2,000,000 note, both for the purpose of redeeming \$27,300,000 of bonds now outstanding.

The First Mortgage and Refunding Bonds to be redeemed are known as Series D 3 1/2 percent, and are due May 1, 1969. The bonds to be issued are to be due in 1976 and will bear a rate of interest, not to exceed three percent, as the board of directors may fix after receiving competitive bids on these new bonds. The \$2 million note, will carry an interest rate of 1 1/4 percent per annum and will be repaid within a period of ten years. The outstanding bonds will be redeemed twenty three years before their maturity date and although because of this fact will be bought in at a premium the lower interest rates now available will result in a substantial saving to the company.

Glenn Richard and Herbert Welch of the statistical department are presently in New York doing some special work in connection with the refinancing proceedings.



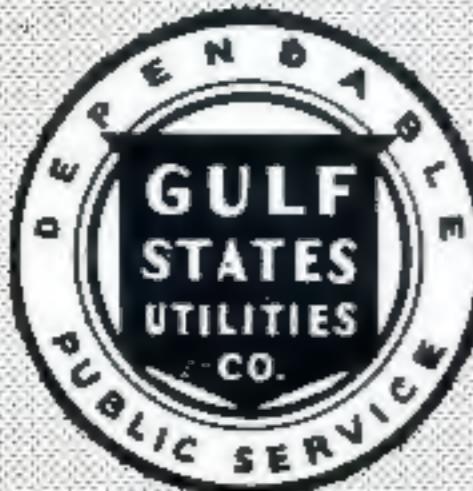
These pictures show Mrs. Mary Snowden (center), and her daughter, Mrs. Orbay Jones who is modeling a blouse her mother made her from silk maps of sections of the Pacific Ocean. Front shows the island of Luzon and back shows the Japanese Islands.

Unique is the word for the blouse that Mary Snowden, Beaumont customer contact representative, made for her daughter, Mrs. Orbay Jones recently. The material used for the unusual blouse was a part of a set of waterproof, sunproof silk maps issued to Mrs. Jones husband, former Sgt. James M. Jones, who was a radio operator-gunner on a B-29 in the Pacific Theater.

The maps were issued along with emergency kits to be used in case the crew should be forced down anywhere in the area in which they were scheduled to fly, the particular maps used for the blouse are: front piece,

the China Sea area, showing in detail the island of Luzon; and back piece, showing the Sea of Japan and the main Japanese islands. On the back section are shown one of the two cities which suffered the world's first atom bombing, Hiroshima.

Sgt. Jones was attached to the 58th wing of the 20th Air Force and was in one of the first squads of B-29's over Japan. He was discharged with 744 hours of flying time on bombing mission, after two years and ten months in the army. His old outfit, the 58th, is scheduled to make the test atom bombings in the Pacific this summer.



# HEALTH AND SAFETY SECTION



## CAREFUL! IT'S JUNE AGAIN

June, the month for weddings, vacations, poison ivy, and sun burn is also the month when the industrial accident curve takes an upward trend.

The latter is what we would like to talk about, without saying just what was said last year about this time.

Does hot weather cause accidents? Yes, definitely, some classes. In the electric light and power industry particularly. Why? It is taken for granted that the "calm and collected" is the usual winner whether it be in a poker game or on the battle field. It's hard to stay cool and calm during hot weather so naturally we do things unnatural in relation to things we do in the cooler portion of the year. Workers lose their tempers, and snatch and slam things around more. Too, as a general rule, one's resistance is lower and coordination and reasoning powers are not as great as on a cool day. Electrical burn and shock injuries are more frequent, due to sweaty damp clothing.

How can hot weather accidents be avoided? General health is the first answer. Get sufficient exercise but go heavy on the rest. More liquids are needed, so replace the salt lost in perspiration by taking salt tablets. Think the job out. Take it easy.



Pop Rouse and the Beaumont substation crew, having a difficult and hazardous job on a 13 kv circuit that couldn't very well be taken out of service, devised a device to make the job safe.

An insulator hood constructed of bakelite was made of parts from an old discarded transformer. These devices allow the worker to come in close proximity to the energized conductor with complete safety.

It seems the old adage "Necessity is the mother of invention" is still true.



## SAFETY CONTEST

### INTER-DIVISION SAFETY CONTEST STANDING SECOND QUARTER 1946

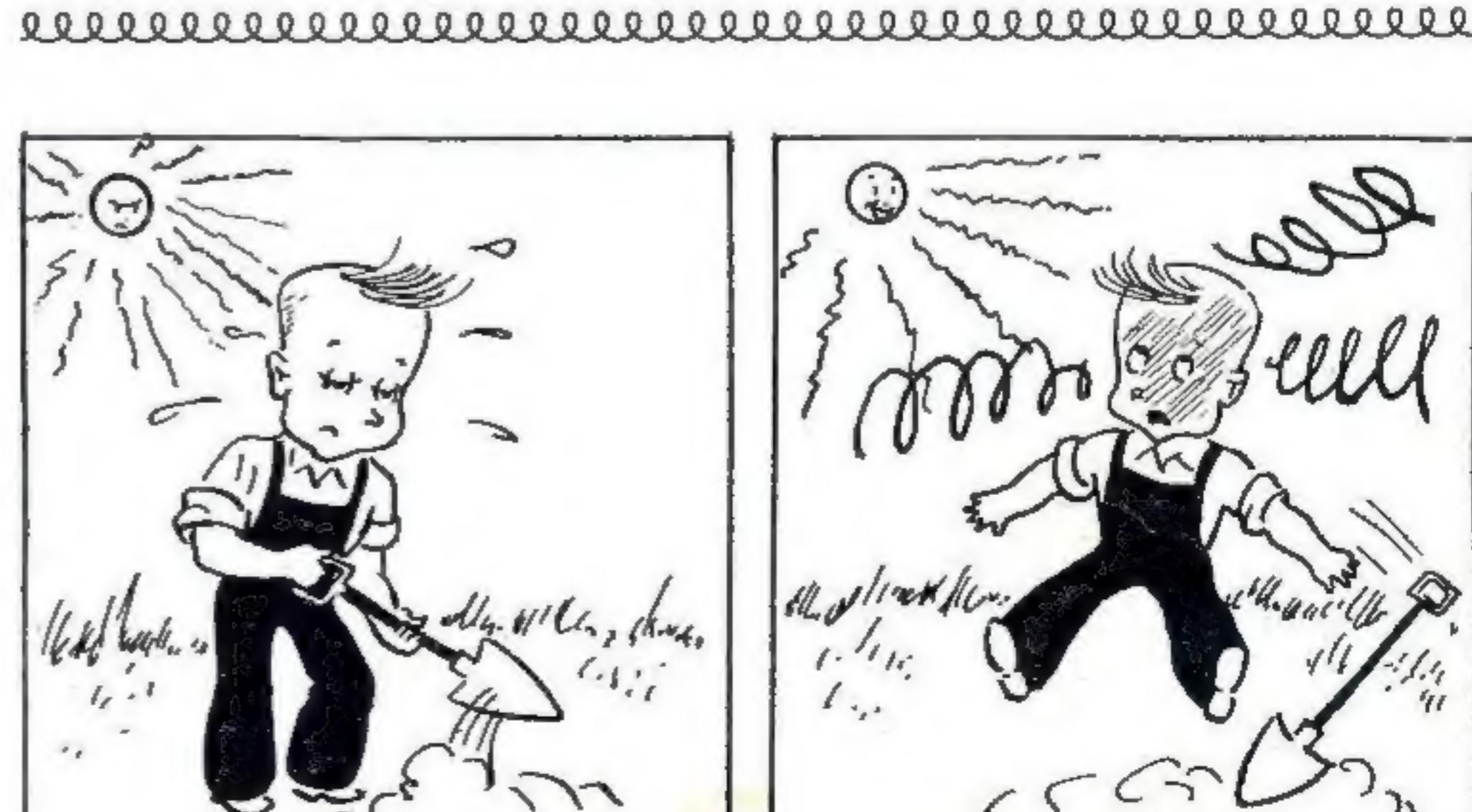
A new broom sweeps clean. We will give Pat Madigan credit for the good standings in the Inter-Division Contest. Standings second quarter — April:

DIVISION	Lost Time Accidents (Points)	Days Lost (Points)	Vehicle Accs. (Points)	Standing (Points)
Baton Rouge	0	0	0	1000
Beaumont	0	0	0	1000
Lake Charles	0	0	0	1000
Navasota	0	0	0	1000
Port Arthur	0	0	0	1000

## HAVE YOU CHECKED YOUR DRIVER'S LICENSE LATELY?

Texas Operator's Licenses expire two years after date of issue. Much time, inconvenience and possible expense can be saved if application for renewal is mailed to Austin before date of expiration.

License renewal forms may be obtained at County Court Houses, City Halls or your nearest fire station.



**PREVENT MOUTH CANCER**

Cancer rarely occurs in a clean mouth. Women have better mouth hygiene than men, which may account for the fact that there is less mouth cancer found among them. Here are some sound measures to observe in the prevention of mouth cancer:

**1. VISIT YOUR DENTIST FREQUENTLY:**

Have him smooth down teeth with rough edges and fill or remove decayed teeth. Bridges or plates which do not fit should be repaired or discarded. Have your teeth cleaned by him at least twice each year.

**2. KEEP TEETH AND ORAL CAVITY CLEAN:**

Avoid picking the teeth with abrasive objects such as toothpicks; use dental floss instead. Brush your teeth and gums regularly.

**3. AVOID LIP AND TONGUE IRRITATIONS:**

Rough, hot pipe stems have caused many cases of lip and tongue cancer; avoid irritation by this source. Keep the lips from chapping due to overexposure to sun and wind, by protecting them with some bland ointment such as vaseline or cold cream.

AMERICAN CANCER SOCIETY

350 Fifth Avenue  
New York City



During the year of 1945 we ran a series of stories on key Safety men. These were Chairmen and members of Safety Committees over the system. We have other key Safety men in the company who have done much towards accident prevention and for whom songs of praise will never be sung but despite this fact, will no doubt carry on.

In giving credit where credit is due, there is one group of employees we would like to recognize. They are the crew foremen. In the past few years volumes have been written on the foreman. Responsibilities, training, etc. He is recognized as the key man in industry, not only in Safety but in all the phases that constitute production.

We particularly wish to emphasize his part in Safety. It is true Safety is an individual problem, a management problem, a group problem, but we sincerely believe the crew foreman can accomplish more in accident prevention than any other individual or group.

In giving recognition to the many foremen over the G.S.U. system we will start off alphabetically and the first two are in the t & d departments:

ABERNATHY, J. R.—Line Foreman, Beaumont. Ab, as he is called by the gang, hails from the old country. The old country to those in Texas is anywhere east of the Sabine. To those in Louisiana the old country is east of Louisiana. To all of us Ab hails from the old country, "Noth Colina."

Ab is an old timer at line work, but as old timers go, he is a newcomer to Gulf States, having about 10 years service, most of which has been in Beaumont. He did work in Jennings for about 2 years during the war.

A man is sometimes judged by his abilities, and again by how he gets along with his fellowman. A good fisherman always seems to know how to get along, and Ab is that. Ed Green says he is one fisherman who actually catches fish, but we've heard he has a good friend who lives down near the pond who is responsible for the nice "specs" Ab brings in! We do know he gets along with the men and is always cooperative in the Safety movement, and that's what we started out to say.

ADAMS, A. A.—That's the way he gets his mail, but it's Johnnie to his host of friends from Port Arthur, Navasota, Lafayette, Lake Charles, and Jennings where he is now located.

The only picture available is one in a Navy uniform on a tropical isle facing U.S.A., hence the far away look.

Johnnie started his long service with Gulf States in Port Arthur back in '26, then to Navasota, and on to the Pelican State where he is line foreman at Jennings. Johnnie's service during the past global conflict was spent with the Sea Bees in Bermuda and the South Pacific for almost 4 years.



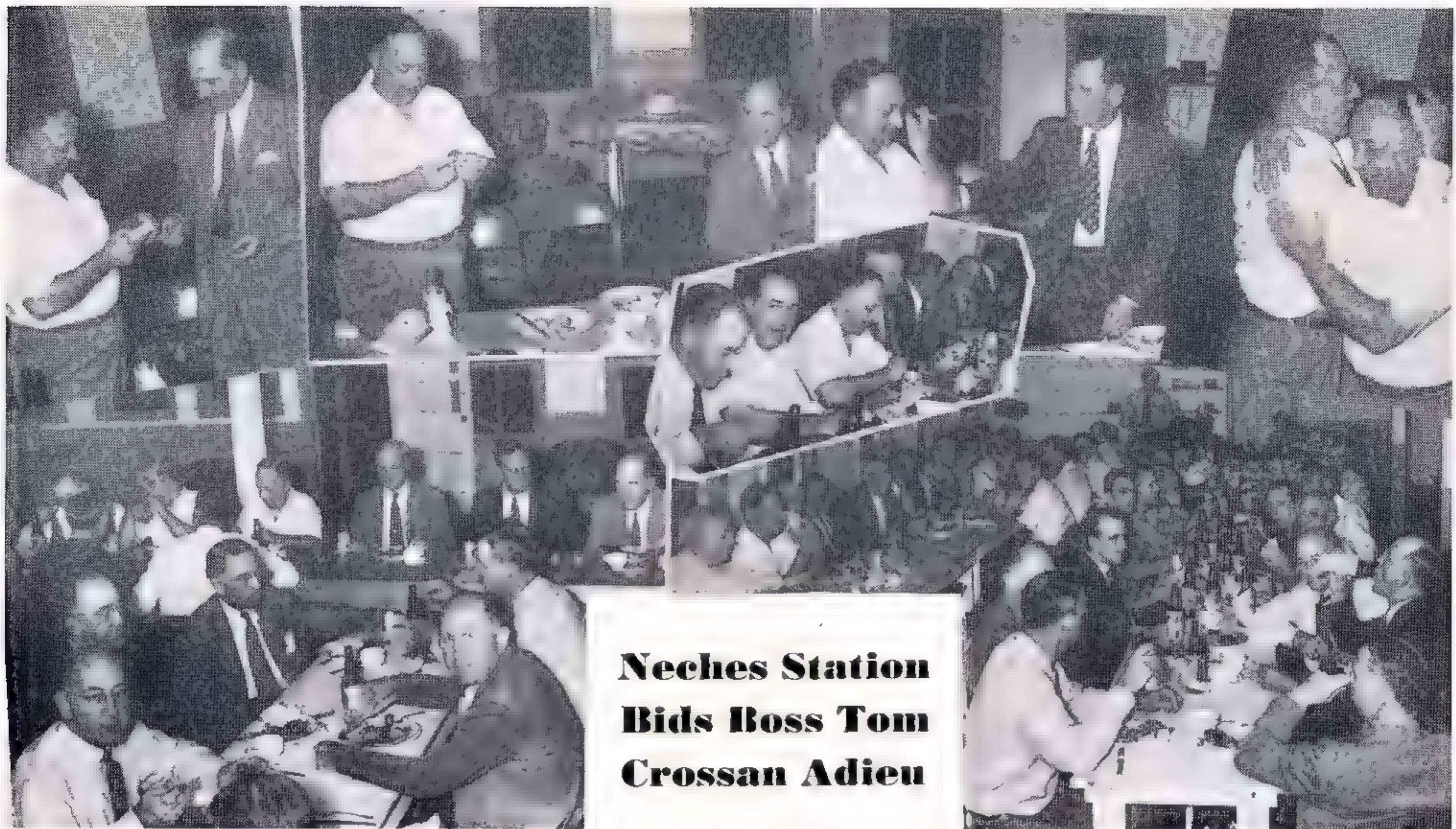
Adams

If we wrote all we knew about Johnnie, it would take more than the Safety Section of Plain Talks.

He, too, is a fisherman, but since he favors the fly rod and buck tail, he doesn't catch them by the tub full like Abernathy. Anyone having worked in the t & d department in Port Arthur is a duck hunter, present or past. He is now quite content with a game of billiards or driving across the State to see a boxing match or football game.

Johnnie is Chairman of the monthly Safety meetings and has always been an advocate of the safe method. When the Safety Department is slow about sending out posters, he makes his own and in many ways contributes to the Safety program.

*Jack Shirley  
Pat M adigan*



## Neches Station Bids Boss Tom Crossan Adieu

**SCENES FROM CROSSAN FAREWELL PARTY** — Show, in top strip from left to right: President R. S. Nelson, right, presenting Tommy Crossan with wrist watch given by Nechoes Station employees; Crossan thanks the fellows for his gift; and Maxie Montagne encourages Crossan to continue when he falters in parting talk. Horseplay follows speechmaking, and "Red" Burges plants a resounding smack on Tommy's forehead. Inset shows group at speakers table, with John Reich, successor to Crossan, second and third respectively from near end. Two bottom pictures show others at gathering, enjoying the fine meal served.

Approximately 100 Gulf Staters, mostly from Nechoes Station and other nearby power plants, met at the Nechoes recreation hall Tuesday night, June 6, to bid adieu to former superintendent of production Tom E. Crossan. Mr. Crossan is leaving Gulf States shortly to assume a similar post with Virginia Electric & Power Company at Richmond, Va. A delicious barbecued chicken dinner, with refreshments, was served to the gathering.

Production plant employees took this occasion to present their former chief with a beautiful gold wrist watch, with President Roy Nelson making the presentation on behalf of the donors. Mr. Nelson paid high tribute to the fine record Mr. Crossan has made during his sixteen years in our system. Mr. Crossan responded with a thanks for the fine remembrance given him by his former co-workers, and with visible emotion expressed his sorrow at leaving his many friends in Gulf States. John Reich, who succeeds Crossan here, was also present and was introduced by Jake Marshall, Nechoes Station superintendent, who acted as master of ceremonies for the evening.

The meal was planned by Dick Lawton, and was served by Dick, Roy Henkel and L. R. Eddins, all of Nechoes.

An irate husband disgusted over his wife's actions addressed her reproachfully:

"Believe me, I certainly would give anything to know why God made you women so beautiful and yet so awfully dumb."

"Well, I'll tell you, my dear," answered the wife. "God made women beautiful so you men would love us, and He made us dumb so we could love you men."



**Col. C. B. Barron**

Colonel C. B. Barron, Beaumont sales, received his discharge from the army March 1 after more than five years in the service. Clarence returned to his old job in Beaumont as illuminating engineer.

Colonel Barron, a reserve officer, was the first of 377 Gulf States employees to be called to service, entering the army in December, 1940, as a captain. After seven or eight months of troop duty, during which period he was made battalion commander of anti-aircraft outfits at Galveston and Camp Hulen, Texas, he was ordered to the Command & General Staff School at Ft. Leavenworth, Kansas. Following graduation he was assigned to Washington, D. C. for duty with the war department General Staff and later Headquarters, Army Service Forces.

Clarence received his promotion to a full colonel during the month of February, 1946.

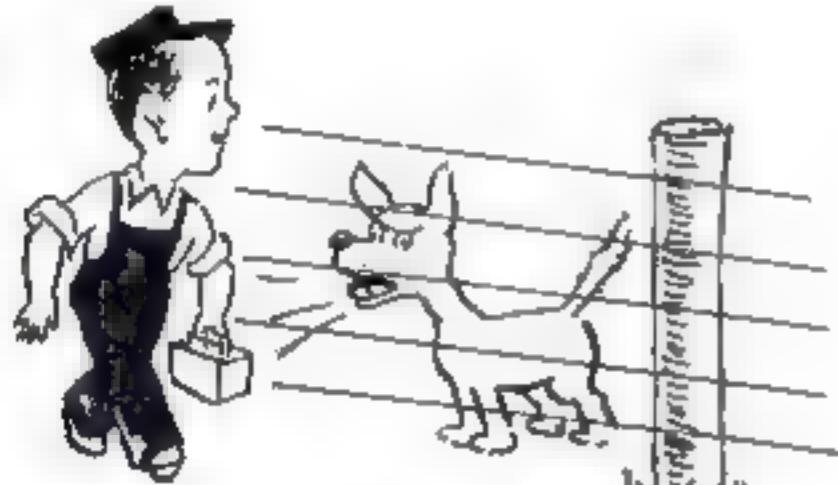
Remember way back (it seems) when we had a lot of electrical merchandise and could even sell as many as three ranges to one customer as we did sell the three units in the above picture to the Somerville High School Home Economics class in May of 1938. It was then that the pictured Burleson and Washington county citizens swarmed into Somerville for "Trades Day" when Gulf States had charge of the program and gave away electrical appliances as prizes. (Oh happy day!) Victor Gayle, now assistant system merchandising manager, was master of ceremonies. Vic and former employee Bob Holleman are pictured with the three ranges.

# HOW TO WIN FRIENDS AND INFLUENCE PUPPIES

In the February issue of *Public Utilities Fortnightly*, veteran dog trainer Bruce McAlister has written a very enlightening article about the ancient feud between utility meter-men and the poor misunderstood dog, for the purpose of making this situation more amicable. Inasmuch as this feuding exists in our system too (seems its universal) we are printing from Mr. McAlister's story ten suggestions (which the author says he compiled after considerable research and consultation with quite a few wise old dogs of his acquaintance) for utility employees to observe in their dealings with dogs.

The suggestions for maintaining better relations in contacts with the canine critters are as follows:

1. IF THE FOLKS ARE HOME, HAVE THE DOG CONFINED. That's the safest way, even though the dog appears friendly, and you might feel tempted to make his acquaintance. The customer is not going to resent it if you make the request tactfully. But the approach is quite important from the angle of your company's public relations. Remember, dog lovers are the most softhearted sentimentalists in the world. You can make a friend or an enemy for life by just a remark about the customer's dog.



2. IF HIS OWNER IS NOT AT HOME, IGNORE HIM, PROVIDED HE IGNORES YOU. The average house dog will generally let you know right away that he is at home. If you are a repair or maintenance man whose business makes it necessary for you to go on the premises notwithstanding the owner's absence, don't take the barking too seriously. Barking is the sign of normal dog reaction. A silent dog is more likely to be sick or really vicious. If the dog makes no attempt to follow up by approaching you and merely satisfying his curiosity to the extent of approaching, just so far to see what you are about — let it go at that. Such a dog is not likely to harm you.

3. MAKE FRIENDS ONLY IF HE FEELS LIKE IT, AND IF YOU DO TOO. You can't fool a dog about such things. If you are really afraid of a dog's presence, he knows about it just as soon as you do yourself. You can't bluff it. Scientists have speculated that a person in fear exudes certain odors which the dog detects. Anyhow, he knows. If you try to bluff confidence by making an attempt towards friendliness under such circumstances, you're quite likely to get nipped. A dog wouldn't understand it.



4. LET HIM MAKE FRIENDS FIRST; DON'T TRY PETTING HIM RIGHT OFF. It is a fact that very many more dog lovers are bitten trying to pet strange dogs than folks who don't like dogs. They are the vic-

tims of self-confidence and perhaps a little self-conceit springing from the impression that they can make friends with any dog. That is all wrong. Aside from the fact that dogs have an inherent sense of dignity which human beings fail to recognize, they also have a strong sense of loyalty to their owners which makes them bristle at any attempt of strangers to tickle their ears or indulge in any other marks of affection reserved for their masters.



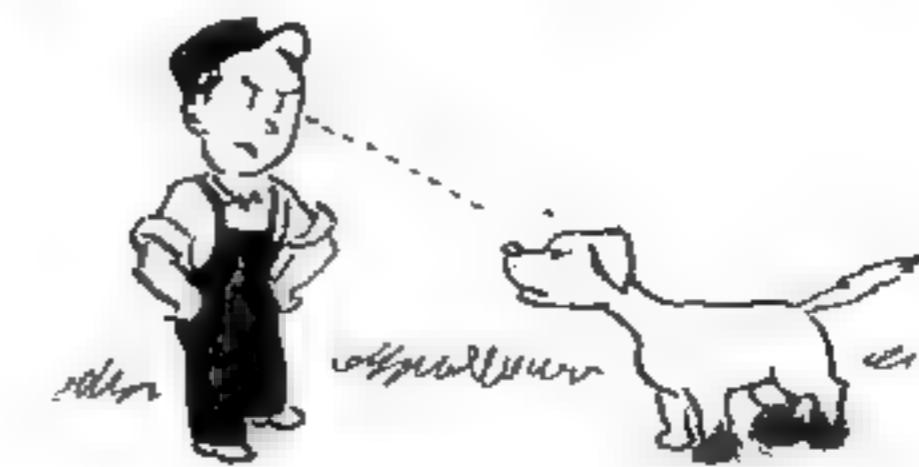
5. TO MAKE FRIENDS, STAND QUIETLY, PUT OUT YOUR HAND, AND LET HIM SMELL IT. There is a reason for every action suggested here. Standing quietly allays the dog's fears. Facing him shows you are not afraid even though he already knows that. Putting out your hand shows you want to be friends and are not harboring any hostile intentions. Above all, never approach a dog from the rear. When he is making the first advance he is very skittish and doesn't want to feel fenced in. The open hand is the best approach.

6. IF HE SNIFFS AND WALKS OFF, OR REFUSES TO SNIFF YOUR HAND, LET HIM ALONE. This almost speaks for itself. The dog is simply telling you that you might be all right but he is keeping an eye on you; also, he isn't making friends that day. If you don't bother him further, chances are you won't have any more trouble under those circumstances.

7. ACT AS QUIETLY AND CONFIDENTLY AS IF YOU HAD A RIGHT ON THE PREMISES; AVOID SUDDEN OR SUSPICIOUS MOTIONS OR NOISES. This also speaks for itself. Most people don't know it, but a dog is actually a conservative. He likes the established routine, not strange or upsetting experiences (such as house cleaning) or anything revolutionary. If dogs could vote they would probably all go solidly Republican. It is only the unexpected — departure from routine — which upsets him. If you drop a tool, for example, pick it up slowly, don't grab for it or he is apt to grab for you.

8. IF THE DOG THREATENS TO ATTACK, FACE HIM DOWN, THEN BACK AWAY SLOWLY — NEVER TURN YOUR BACK OR RUN OFF. I know this goes contrary to human nature, which is to take it on the lam whenever you see a dog heading toward you with fire in his eye. But again we must remember that dog imitates man, and, therefore, is something of a bully. As sure as you turn your back and run, it is just as natural for him to take out after you with everything that he's got as it is for you to try and make yourself scarce. The result is a foot race, and unless you're in pretty good shape you're likely to find the dog is faster than you are. If, on the other hand, you stand perfectly still and face the dog, almost invariably he will stop and hesitate. This is what dog handlers call "facing down" a hostile dog.

In "facing down" a dog you stand motionless for as much as a minute. Chances are good that the dog will stare at you and then retreat. If so, you have licked him psychologically and he is not likely to bother you, but don't follow up the advantage. Leave him alone.



If, however, the dog should "freeze" and continue to glare at you for more than a minute, you'd better start backing away slowly, always keeping your face to the dog.

In the process of "facing down" a dog, try giving commands, such as "go away" or "lie down" in a calm and authoritative voice. If, for obvious reasons, you can't manage a calm, authoritative voice at the moment, better not try it because an apprehensive squeak might make him even more upset. Chances are he won't obey you anyhow, but it's worth trying. The rule about never turning tail and running can, of course, be modified, if you see a dog charging from some distance and you are only a few feet away from a picket fence you can easily jump. But you'd better be a pretty good judge of distance.

9. IF THE DOG ATTACKS, DEFEND YOURSELF WITH A STICK OR OTHER OBJECT, IF POSSIBLE (AVOIDING DIRECT USE OF HANDS OR FEET); CHARGING TOWARD THE DOG WILL GET BETTER RESULTS THAN RETREATING. In the process of backing away, as noted above, you might keep your eye peeled for a stick and slowly reach for a tool or other object in your clothing. The reason for using an object preferably to defend yourself is because it's dog's nature to go for the moving member of your body. If you try to push him away with your arm, your arm will get nicked. If you use a stick, you'll distract the dog and he might even take out his bites on the stick itself, because — aside from the possibility of injuring the dog — dogs usually respond to disciplinary blows about their body, while a blow in the face might enrage him further. A well-aimed blow at the flank will often slow up the toughest, meanest animal, if not put him out of action.

10. IN CASE OF ANY DOG BITE FRAGMENTING THE SKIN, ALWAYS NOTIFY YOUR COMPANY AND FOLLOW INSTRUCTIONS. Your company has a procedure established for handling cases of this kind, and will notify the police. The dog will be kept under observation for rabies, the chances are 999 out of 1000 that a confined dog will not have rabies — but in case the dog is mad anti-rabies injections will be given immediately.

In the spring and almost any other time, a young man's fancy turns to thoughts of one dame thing after another.

Cop: No parking. You can't loaf here.  
Voice from car: Who's loafing?

Pocket radios, designed to fit vest pockets or purses, are in production. They use miniature tubes developed first for radar, the proximity fuse and other important war applications.

The average life of a household light bulb is 30 months.



**ALLEY ACES** — Laying 'em down with seriousness at the 1946 Beaumont Bowling tournament. Left to right commencing at the top are: First, Jake Marshall, with Vic Faver and Louis Maher in background; Second, Bob Guidry; Third, Harold Mortimer; and Fourth, Rex Lee. Middle strip shows "Tommy" Tompkins, with Bob Wynne and Fritz" Seyforth on far alleys; Second, Dan Poulson; Third, Willie Prejean; and Fourth, Eddie Bode. Bottom row shows G. F. Brill; second, P. Bradshaw and Harry Blanchette in right foreground; and the last shot is Sid Moore, with Andy Poulson and C. Watler in background.

As a finale for their regular bowling season the Beaumont Reddy Kilowatt Bowling League held a super-duper tournament at the Tower Lanes on April 3 and 10. The first night was a team event, with all teams rolling for a single series high score. The second night, at which session every alley was reserved by the Reddy Kilowatters, a singles and doubles tournament was held. On both nights practically every one of the sixty-odd keglers in the Beaumont league participated, with families of some cheering them on from the spectators seats.

As a result of the team competition Captain Lonnie Pace's boys rolled out in front of the season's champions, Dan Poulson's Team No. 2; with a high series of 2871. Dan and company did manage to maintain their prestige by coming in second with a score of 2841, while Bill Ricks' Team No. 7, who finished last in the season's play, came in third with 2797 points. Team No. 10, led by Bob Guidry, had 2765 pins to finish in fourth place.

At the second night's play, in the doubles events R. W. (Red) Dunham and Charlie In-

graham copped high honors with a total of 1193, (Red 615 and Charlie 578). In the singles Andy Poulson got in the groove and rolled a total of 626 to lead all contestants. Willie Prejean was the title winner of the All Events (individual totals from scores made in the all other events during the tournament) by virtue of his 1767 pins.

The tournament was arranged and conducted by a committee of A. G. Fontana, Bob Guidry, R. O. Jackson, R. W. Dunham and Earl White.

In addition to the first four place winners in the Team Event, others are:

#### DOUBLES EVENTS

1. R. W. Dunham	615	1193
Charlie Ingraham	578	
2. G. W. Dunlop	621	1161
Bill Thompson	540	
3. A. G. Fontana	609	1143
C. O'Brien	534	
4. G. F. Brill	588	1137
L. R. Eddins	549	

#### SINGLES EVENTS

1. Andy Poulson	626	
2. F. E. Seyforth	613	

3. Bob Guidry	607	
4. T. O. Charlton	594	
<b>ALL EVENTS</b>		
1. Willie Prejean	1767	
2. R. E. White	1761	
3. Andy Poulson	1750	
4. G. F. Brill	1748	

#### CORRIGAN GETS NEW OFFICE

District Serviceman Charlie Waller of Corrigan is celebrating the opening of a new Gulf States office there. A modern, well lighted office space, situated in the very center of the town, replaces the old company building located adjacent to the Corrigan substation on the edge of town. The new facilities will afford a convenient office to the public for paying bills and transacting any other business with the company. Miss Juanita Skinner, a new employee, will be in charge of the office.

The former office space will be used for storage facilities.



HIGHLIGHTS AT BEAUMONT BOWLING BANQUET show from left to right, (top row) the always popular chow line; Past President L. R. Eddins giving a resume of the seasons activities; Victor Gayle presenting to Willie Prejean the seasons "dubs trophy"; and bottom row, general scenes of a group of hungry bowlers putting it away.

Celebrating the wind-up of the Beaumont Reddy Kilowatt Bowling League's 1945-46 season, approximately thirty-five members of the league plus L. R. Hirsch and Paul Baker, visitors from Port Arthur, and C. V. Merriam, who heads the Gulf States sports committee, met at the Naches Station recreation hall for a feed and get together on March 30. After a fine meal, President L. R. Eddins, Naches station, gave a brief resume of the season's activities and tournament committeeman Bob Guidry, Naches station, outlined the tournament schedules and prize lists. Highlighting the after dinner affair was a presentation of a "dubs trophy" to Willie Prejean, Naches station, by Victor Gayle, sales department.

An election of officers for the 1946-47 season resulted in the choice of Earl White, t & d, as president; R. W. Dunham, accounting, vice-president; and the re-election of Charlie Genaro, accounting, as secretary-treasurer. Officers for the season just finished were L. R. Eddins, Naches station, president; Rex Lee, t & d, vice-president; and Genaro, secretary-treasurer.

Vic Gayle recited the following poem, which he composed, in making the "trophy" presentation to Willie Prejean:

#### WILLIE

We're here tonight for a joyous occasion  
To eat and drink and do some cain 'raisin.  
Some have done good and their record will  
show

Others have bowled low and therefore  
can't crow.

Team No. 2 won first place for this year,  
And the reason to us is quite clear.  
Poulson is good—perhaps Floyd and Pete  
Si-mon

But Prejean is the man to keep your eyes  
on.

He rolled a season average of one-fifty-two,  
And is one dern Frenchman who at bowlin'  
can do.

Take it from a dub who the game is just  
learnin'

It's Prejean to watch if it's high score  
you're yearnin'.

It's inspiring to watch his approach so  
humble,

How he caresses the ball—careful not  
to fumble,

Deliberately he places his feet wide apart

Standing way back to get a good start.  
With unhurried aim and accurate survey,

He takes two steps—his back in a sway,  
The ball is brought back and released with  
care,

Headed straight for a strike—if not a spare.  
The dubs are so grateful for this form so  
good,

They've made a statue of just-how-the-  
man-stood,

Tho' the stance is not perfect from a profes-  
sional view,

It's a remembrance we give, dear Willie,  
to you.

The Dubs.

#### Summer Electric Hour Gets New Singing Stars

The Electric Hour, sponsored by 170 Electric Light and Power Companies, of which Gulf States is one, will go into its summer season beginning June 16th with a new group of entertainers. Nelson Eddy will leave the air for a thirteen weeks vacation after his June 9th broadcast and the program will be taken over by Anne Jamison, soprano; Bob Shanley, baritone; The Sportsmen Quartet; and Robert Armbruster's orchestra.

The Summer Electric Hour will be broad-  
cast from Hollywood and will go on the air  
every Sunday afternoon at 2:30 P. M.

#### G.S.U. Buys Church Point Dist. System

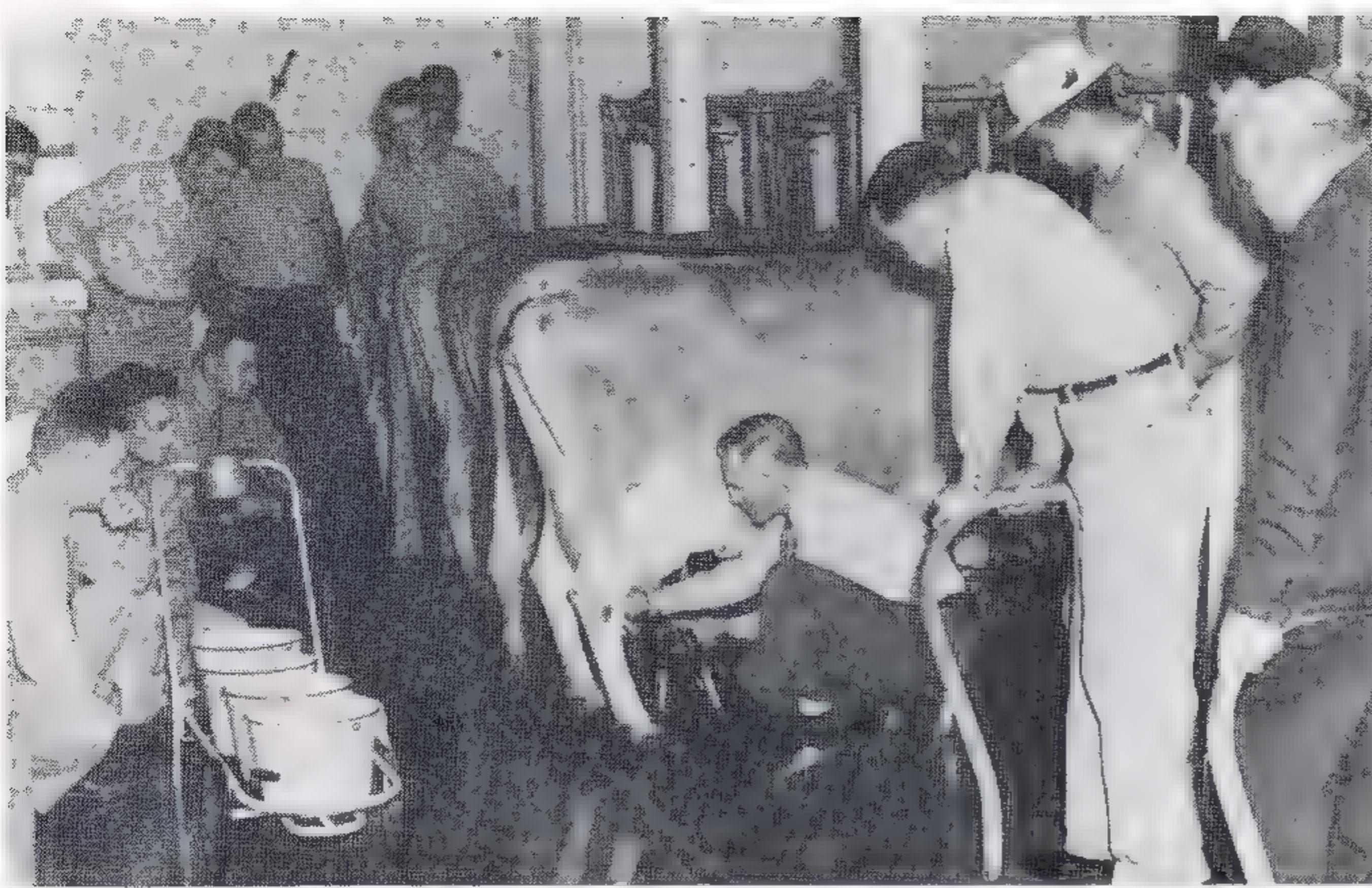
Approximately 385 electric customers and 10 miles of distribution line were added to the Gulf States system on April 24 when our company bought the electric distribution facilities in Church Point, Arcadia Parish, Louisiana from the Louisiana Power and Light Company.

For several years past we have been fur-  
nishing power wholesale to the Louisiana  
Power and Light Company for resale to the  
individual electric customers in Church  
Point but with the consummation of the sale  
of the distribution system Gulf States has  
taken over complete operations in the town.  
Church Point has a population of approxi-  
mately 1900.

#### BOBBY RIEGEL WINS TWO TEXAS GOLFING CROWNS

Bobby Riegel, eldest son of Sales Manager L. F. Riegel, Beaumont, and widely known amateur golfer, won himself another golfing honor when he copped the Texas Golf Association Championship early in May. Bobby, who is an insurance man in Houston, has won this same title previously and has also won many other amateur championships and trophies. By virtue of his consistent playing he has become one of the best amateurs in recent Texas golfing history.

Bobby copped another crown June 3 when he defeated one of Beaumont's outstanding young shot makers, Tyrrell Garth, Jr., for the Beaumont Country Club championship.



Our new Farm Representative for Texas, Lamoyne Goodwin, (see arrow) attends classes on Farm Electrification courses at Texas A. & M. College. In this picture, taken in the college dairy barns, a representative of the DeLaval company demonstrates an electric milking machine. In the right foreground is assistant instructor Roy E. Hayman.

Lamoyne Goodwin returned to Beaumont May 20 to begin work on his newly created job of Texas Farm Representative after attending a six weeks short course on Basic Farm Electrification at Texas A. & M. College in College Station. The course of study prescribed for the refresher work covered all phases of electrification for rural application and included a complete series on adequate wiring for rural homes and farms. This course was the first of its kind ever conducted and was prepared for electric utility employees from companies throughout Texas.

The school was under the direction of P. T. Monfort, Research Associate, Agricultural Engineering Department of A. & M. College, with the assistance of Roy E. Hayman, formerly an employee of the Oklahoma Gas & Electric Company.

"Goody" reports that the course was well attended and well presented and feels that many technological advances should soon make their appearances on farms and in rural homes as a result of instruction of this nature and the dissemination of these ideas by utilities operating in rural areas. It is toward this end that "Goody" is now planning a working schedule for close cooperation with agricultural clubs, other farm and rural groups, and R. E. As. throughout our Texas system. Similar work will be undertaken in Louisiana at a later date.

Daughter, that fellow who walks with you through the park doesn't look very polished. Well, I'll admit he's a little rough around the hedges.

A young widow commissioned a monument cutter to inscribe on her husband's tombstone: "My Sorrow Is More Than I Can Bear."

Before the work was finished, the widow married again, and the cutter asked her if she still wanted the inscription.

"Yes," she said, "but just add the word 'Alone'."—*The Ragland Reporter*.

## Credit Union Ruling Ups Loan Limit \$200

The directors of the Gulf States Employees Federal Credit Union voted at their last regular monthly meeting to raise the maximum loan limit from the long standing ceiling of \$300 to \$500, according to Treasurer W. H. Caswell. This new ruling in no way alters the collateral requirements of the association, but only means that a larger amount of money, secured by adequate and suitable collateral can be loaned to each member stockholder. The maximum amount that can be loaned without security still remains \$50.00.

This action by the directors is to provide employees with services comparable to the times, which at present finds the costs of living up and the value of the dollar down.

This is the second change in the rules governing loans made in the credit union since the first of the year. The other change was in the relaxation of the Federal Reserve System Regulation W and permitted borrowers to repay some loans over an eighteen month period instead of the twelve month period required during the war.

The Credit Union operates throughout the Texas part of the system and west of the Atchafalaya river in Louisiana.



Can't we wait a little longer, dear?—they ought to have those electric dishwashers on the market any day now.

**232**

By ones and twos now our few remaining servicemen and women are returning to their old jobs throughout the system and the number in our discharge column has risen to 232. This number does not take into consideration the men who are still on terminal leave nor those we have not been advised about. A running check reveals that there are less than 90 employees who are still in the service (or unaccounted for to us) and this figure is probably high.

These are the ones who have returned recently.



INGLEHART



MCCULLAR



MEAUX

James K. Inglehart is back in Navasota t & d department after three years in Uncle Sam's army. James served nine months overseas and received one bronze star and the Good Conduct Medal.

L. C. McCullar, Beaumont line, is back after more than two years in the Army Air Forces. McCullar served overseas in the Pacific theater.

Clifford Meaux has returned to Beaumont line department having received his discharge at Treasure Island after 23 months in the navy. At the time of his discharge he held the rating of Electrician's Mate, 2/c.



RABE



REEVES



WATSON

W. L. Rabe has returned to his job in Beaumont line department after serving a year with the U.S. Navy. Bill, who was a Seaman first-class, served 7 months in Guam, working at the Staging Center in the refrigeration shop.

Pearl Reeves, Yeoman 1/c in the Waves, received her discharge on May 3 and is back working in Beaumont purchasing. Pearl was stationed practically the whole time at Norfolk, Virginia where she worked in the Provost Marshal's office writing court martial cases.

Jack Watson, former First Sergeant in the army, received his discharge in February after 2 1/2 years of service, and is now working in Beaumont line department. Jack served about 8 months in the Army Personnel Center on Oahu in the Hawaiian Islands where he processed men for shipment home.

Kenneth Michel, Lake Charles accounting, has returned to work after spending 48 months with the Marine Corps. Kenneth served some 15 months in the South Pacific and was awarded the Presidential Citation, American Theatre, Asiatic-Pacific Theatre, and Good Conduct ribbons.



Cross



STEWART



RICHARDSON

Aduron B. Cross, Baton Rouge production, entered Marine Corps April 21, 1944 and was Honorably Discharged on March 29, 1946 as Private First Class. Battles and Campaigns — Okinawa, Ryukyn Islands, Occupation of China.

John A. Stewart, Baton Rouge production, entered U. S. Army July 1, 1944 and was Honorably Discharged on April 16, 1946 as Private First Class. Battles and Campaigns — Ardennes, Rhineland, Central Europe. Decorations and citations—American Theatre Ribbon, European - African - Middle Eastern Theatre Ribbon with 3 Bronze Stars, World War II Victory Medal, Good Conduct Medal, Purple Heart, Combat Infantryman's Badge.

Gail W. Richardson, Baton Rouge production, entered U. S. Army June 24, 1943 and was Honorably Discharged March 16, 1946 as Staff Sergeant. Battles and Campaigns—Central Europe. Decorations and Citations—ATO Medal, EAMETO Medal, Good Conduct Medal, World War II Victory Medal.

Former PFC Joseph Lopez is back working in Beaumont accounting. Joe served 2 years, 2 months, 16 days in the army, one year of that being overseas duty. Joe said everywhere he went overseas the war ended. He landed in LeHavre just 16 days before the war ended in Europe. They were shipped shortly afterward to Manila, only to get there just as the war ended in the Pacific. Attached to a C & E Quartermaster Company, he was stationed in Manila, Tokio and finally ended up in Korea where he stayed until shipment home.

Capt. John R. Wickey, Navasota garage, who has been visiting with his parents in Anderson, Texas while on furlough from the Army Air Corps has been reassigned to active duty as Operations Officer and Special Pilot to American Headquarters Division at Weisbaden, Germany. Prior to his recent furlough Capt. Wickey had been on overseas duty for over thirty months.



UMPHREY

Capt. Sam Umphrey, Port Arthur sales, was home on a furlough recently after several years of army duty, which during the past seven or eight months has been in Japan. Sam will be reassigned to duty somewhere in the Japanese islands when he returns to active duty.



COLYER



KIRKLAND



Henry

Captain Charles M. Colyer, formerly of Lake Charles sales, received his discharge recently after 44 months of duty with the army. Charlie was stationed for about 32 months at Camp Chafee, Arkansas in Post Personnel and P.O.W. headquarters. Overseas for ten months, he was located near Honolulu - TH, where he handled administrative work for post headquarters, Fort Armstrong, and Headquarters P.O.W. Base camp.

Jack Kirkland has returned to work in the Engineering Department in Lake Charles after serving 2 1/2 years in the Navy in the Submarine Electronic Engineering Branch. Jack served in the Navy Department in Washington, D. C., the Submarine Base in New London, Connecticut and the Submarine Base at Portsmouth, New Hampshire and held the rank of Lieutenant (j.g.).

Joe Henry, Major in the Signal Corps, for 42 months recently received his discharge and is now back on the job in Beaumont transmission and distribution. Joe was located at Philadelphia and Schenectady during the latter part of his tenure of duty and prior to that time was located in Los Angeles. At Philadelphia, Joe was in charge of the section which disposed of special tools and facilities used in manufacture of equipment for the Signal Corps.

Sgt. Fred Tenholder, formerly in Beaumont storeroom, received his discharge at Camp McCoy, Wisconsin on April 23 and is now Customer Contact Representative for Beaumont. Fred served 30 months in Uncle Sam's army, 10 months of that time being spent overseas at Zama, Japan where he booked troops for shipment home. While in the states Fred was attached to field medics, but was transferred to the infantry just before shipping overseas.

From Lake Charles comes word that Capt. Louis A. Christian, Jr. who has been in the hospital in Memphis, Tenn. was moved by hospital train to Brooke General Hospital in San Antonio. Louis suffered a leg injury during the Belgian Bulge and has been in the hospital ever since because his leg did not heal properly. He has undergone a series of operations because the medicos have experienced considerable trouble in fusing the bone in the knee and have had to reset the bones twice since March. Louis is now in a body cast, but is to be X-rayed and if everything is O.K., hopes to soon be put in a leg cast which will enable him to move about. Plain Talks joins his many Gulf Stater friends in wishing him luck when they remove the body cast. His present address is Capt. Louis A. Christian, Jr. Brooke General Hospital, Ward 31, Annex 4, Ft. Sam Houston, Texas.



CHRISTIAN

A true music lover is a man who upon hearing a soprano in the bathroom, puts his eye to the keyhole.

# PLAIN TALKS

VOL. 24

1946

No. 3

*Published by and for employees of Gulf States Utilities Company as a medium for a better appreciation of our responsibilities to each other and the public.*

**Editor: KENNETH SUTTON**

**JERRY STOKES**

**Associate Editors:**

**JEANNE MOYER**

## THE STAFF OF LIFE

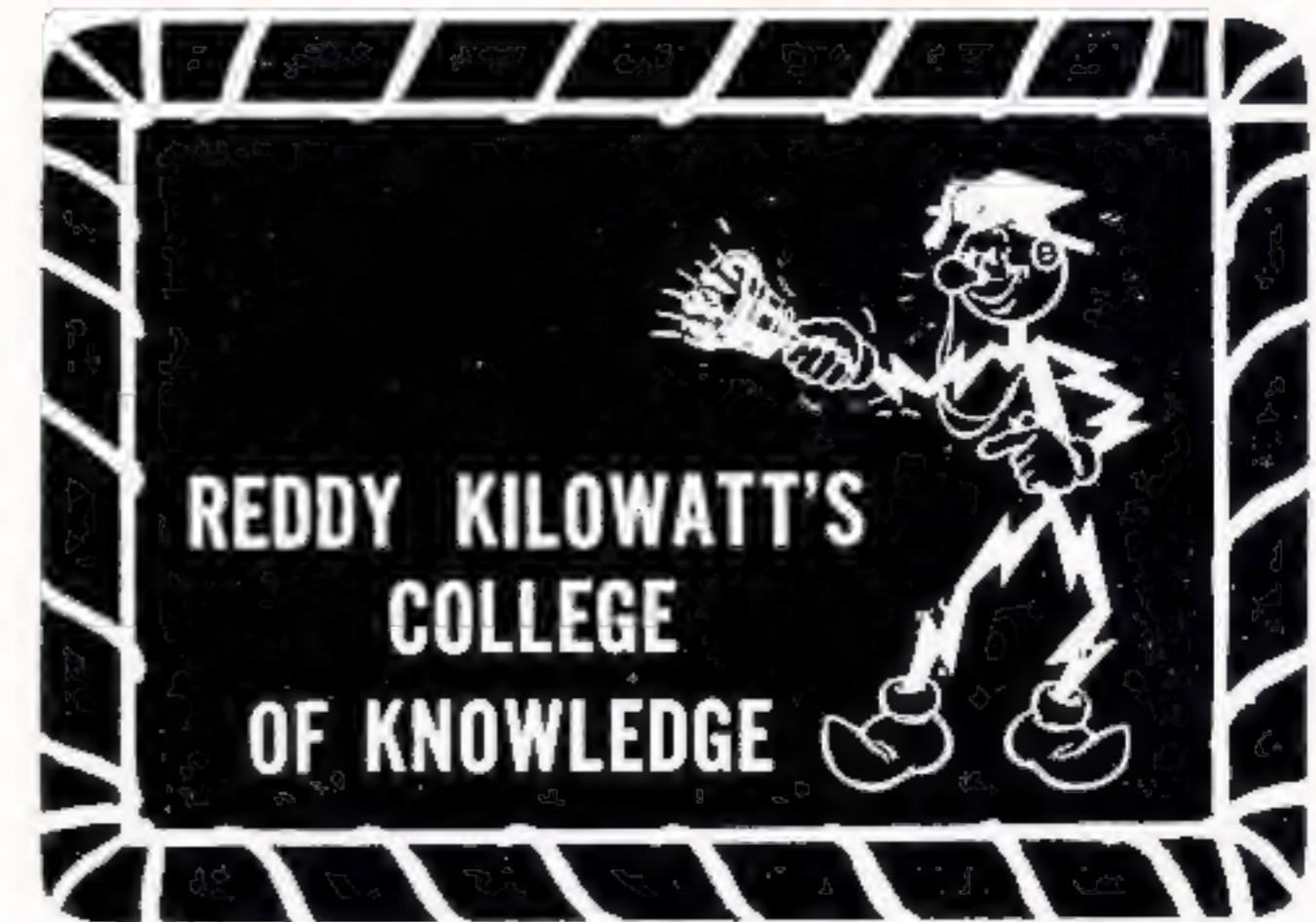
SUDDENLY, THAT OLD FAMILIAR PHRASE, "the staff of life," is being said with new urgency. Today, no one of us can escape the fact that millions of people are starving in Europe and Asia. Butter, meat, sugar, are not even dreams to them. These millions are starving for bread. And though at times we have been unable to fill commitments, we in America can still save human lives abroad by simple conservation at home. It is the shameful truth that one slice out of every loaf of bread baked daily

in the United States winds up in the garbage can. If this wasted bread were saved, more than two and a half million people would receive  $\frac{3}{4}$  of a pound of bread a day. Our government is ready to carry every available pound of flour to agencies abroad eagerly awaiting supplies to distribute. You are not even asked to use less — just to use all you buy, avoid waste, and let the government deliver the difference to the hungry. Your heart can help your conscience to remember: conserve flour and flour products to save lives.



Mrs. Katie Knox Pruitt, Jefferson County Home Demonstration Agent, illustrates to the South Park Home Demonstration Club at a recent meeting in the Gulf States Reddy Kilowatt cottage, the need for the conservation of foods by Americans and the sharing of this food with the "have not" peoples of the world. Mrs. Pruitt shows first, the average American's daily diet of three plates full of food (3000 calories for men and 2500 calories for women), and second the amount of food (one plateful or 1000 calories) available daily to 500,000,000 other human beings in the world.

Demonstrating Why We Should Save Wheat, the table in the right foreground contains an exhibit (slices of bread) which represents: on left, the prewar production of wheat in the U. S. alone, (16 slices); center, the U.S. production in 1945 (21 1/2 slices); and on right the world production in 1945 excluding the U.S., (14 slices). This means that there is available for all the rest of the people in the world less than the amount of wheat that the U.S. produced alone before the war.



## ELECTRICAL ALMANAC

1837 — Thomas Davenport, Rutland, Vt., blacksmith, receives first electric motor patent.

1860 — Hoppen, an Englishman, originates vulcanized rubber insulation for wires and cables.

1887 — Nicholas de Benardos and Stanislas Olszewski receive U. S. patent on carbon arc welding.

1916 — Electric clocks, operated by self-starting synchronous motors, are developed.

Manufacture of the electric range was made possible by the discovery in 1907 that nickel-chromium wire would withstand temperatures up to 2000 degrees F. without disintegrating.

Mrs.: "That brazen Miss Vamp boasts that she has been kissed by every married man in town except one."

Mr. (Absent minded): "I wonder who he can be?"

Tests on an experimental farm have revealed that electrical equipment saved the farmer 245 hours of work (the housewife 224) in eight months.

Her eyes were black as jet,  
This charming girl I knew;  
I kissed her, then her husband came.  
Now mine are jet black too.

I wonder if married men live longer than single men, or if it just seems longer.

A middle-aged woman lost her balance hurrying home from shopping, and fell into a garbage can.

A Chinaman passing by saw her and remarked: "Americans velly wasteful. That woman good for ten years yet."

A single fluorescent lamp requires 1,000 distinct manufacturing operations and is assembled from 36 separate parts.

Their cars having collided, Jock and Pat were surveying the situation. Jock offered Pat a drink from his bottle. Pat drank and Jock returned the bottle to his pocket.

"Thank ye," said Pat. "But aren't ye going to have a bit of a nip yourself?"

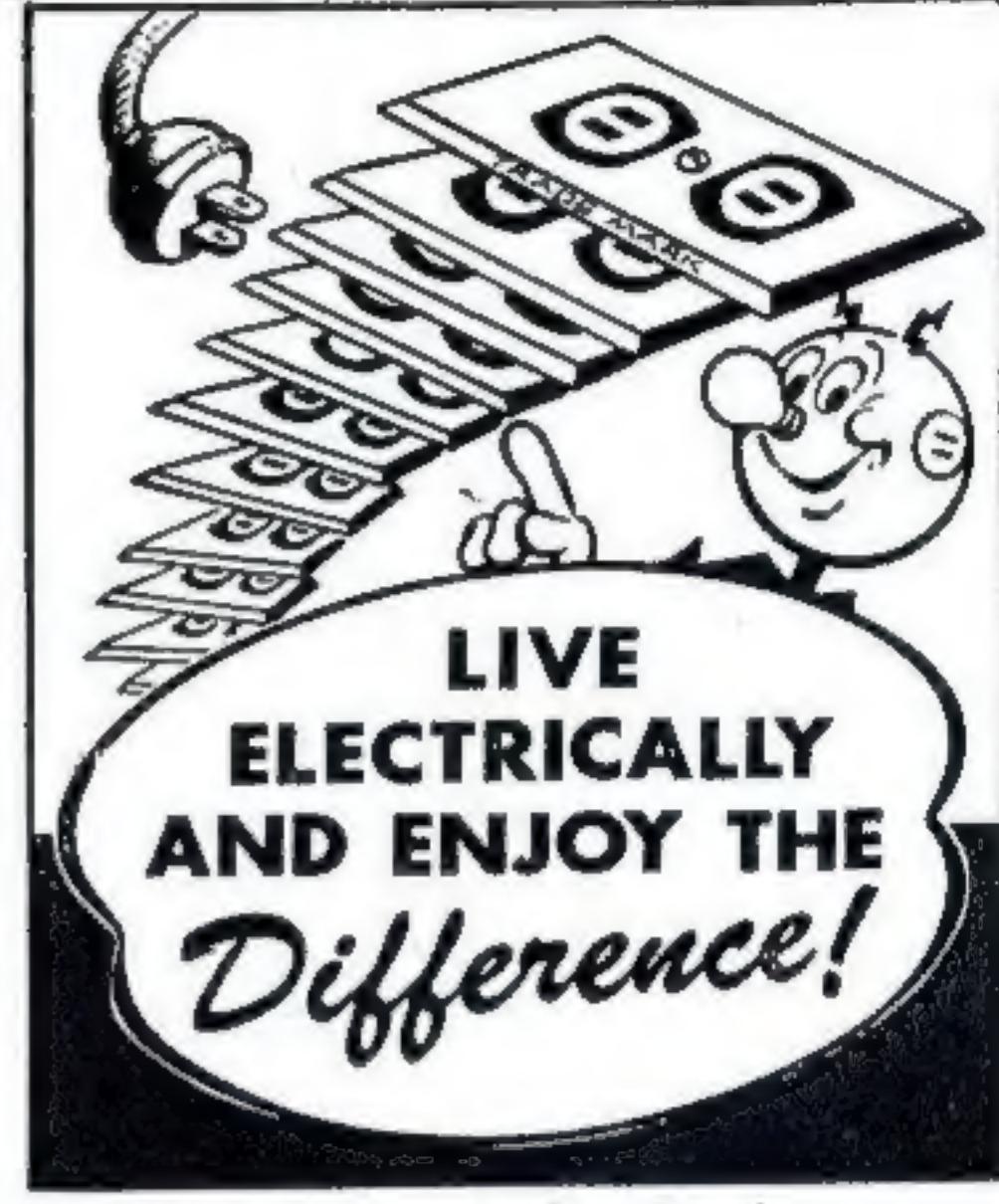
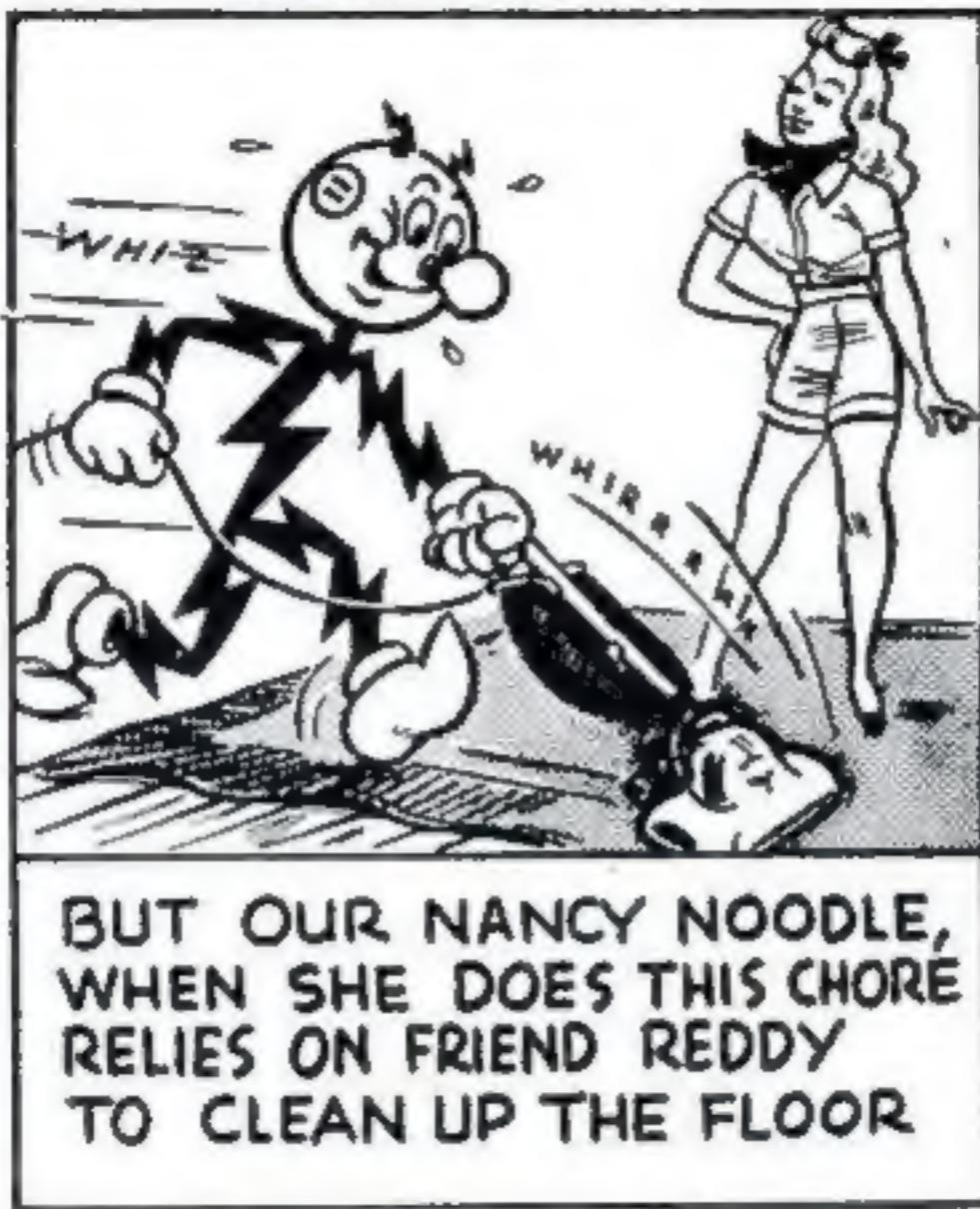
"Aye," replied Jock, "but not until after the police have been here."

Street lighting in more than 90 per cent of American communities fails to meet minimum requirements for safety, lighting specialists report.

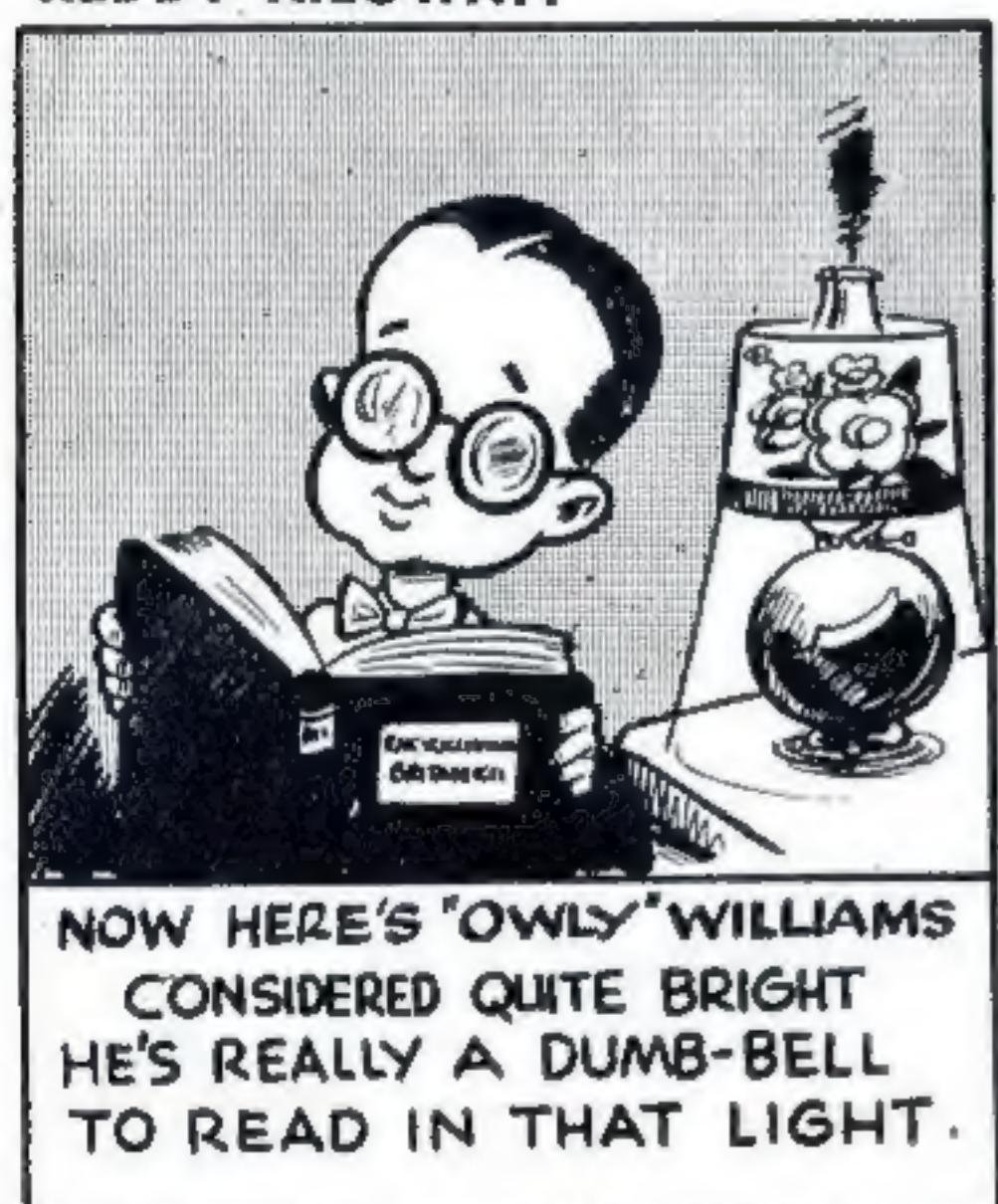
## REDDY KILOWATT



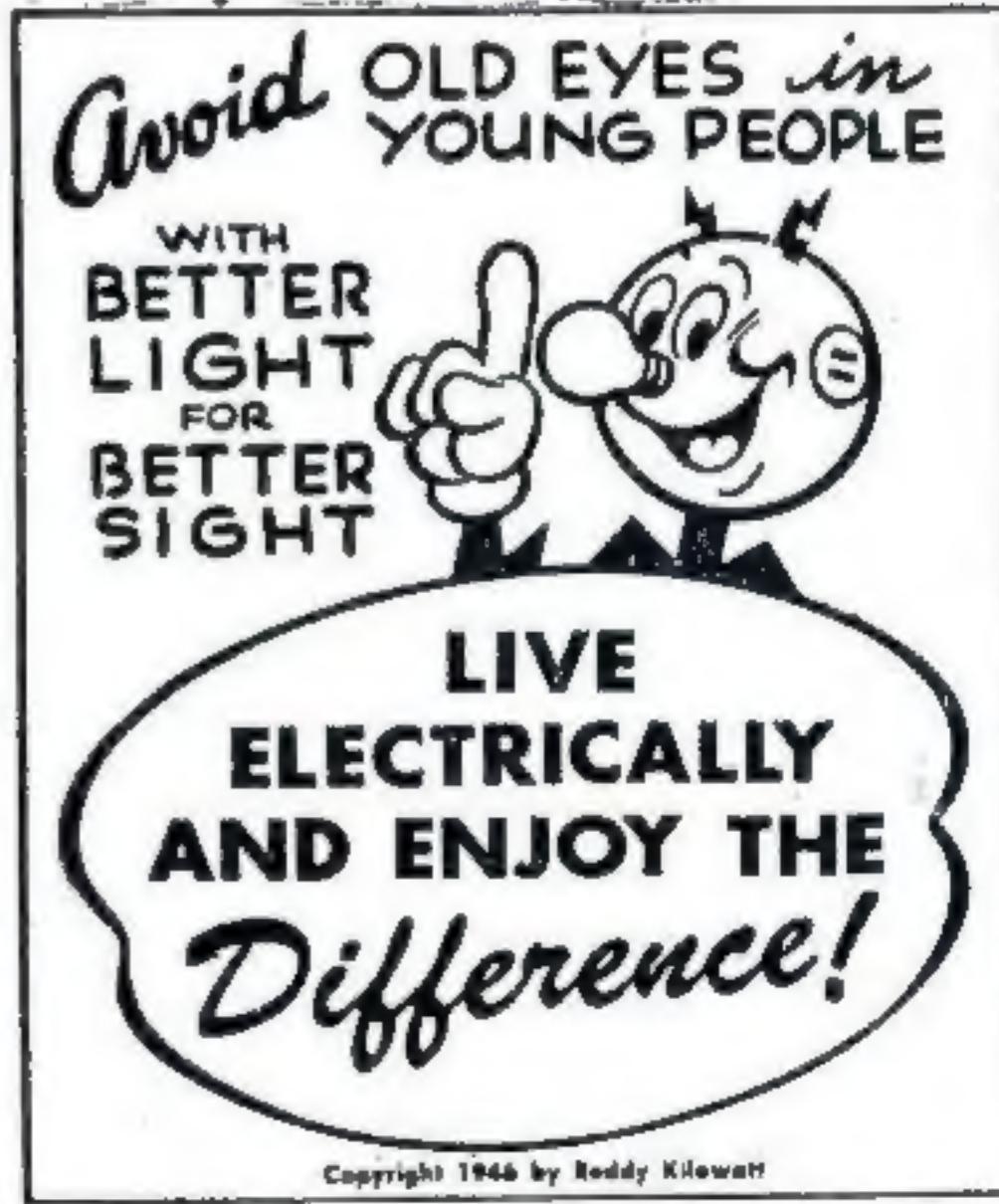
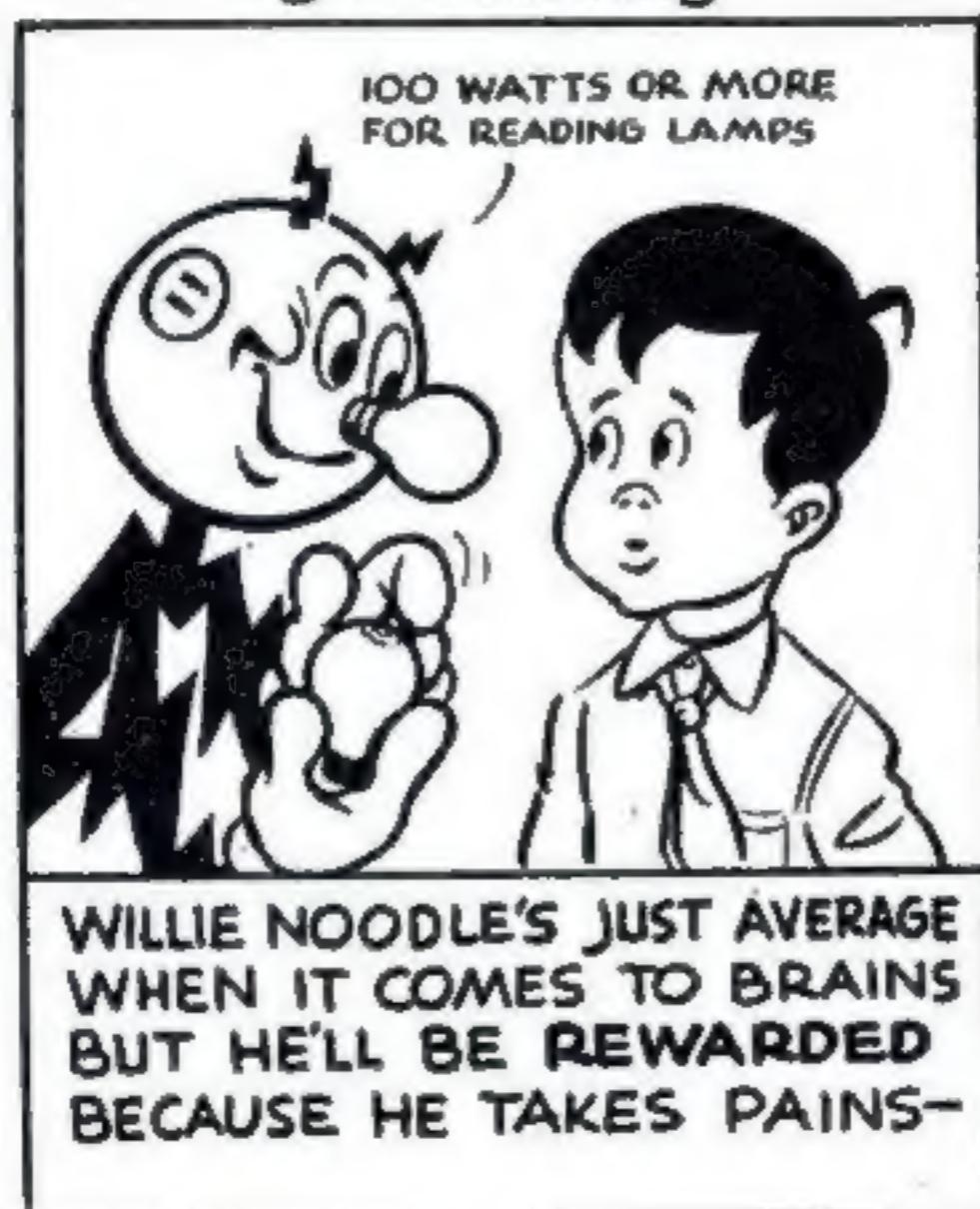
## .... Erases Dirt ....

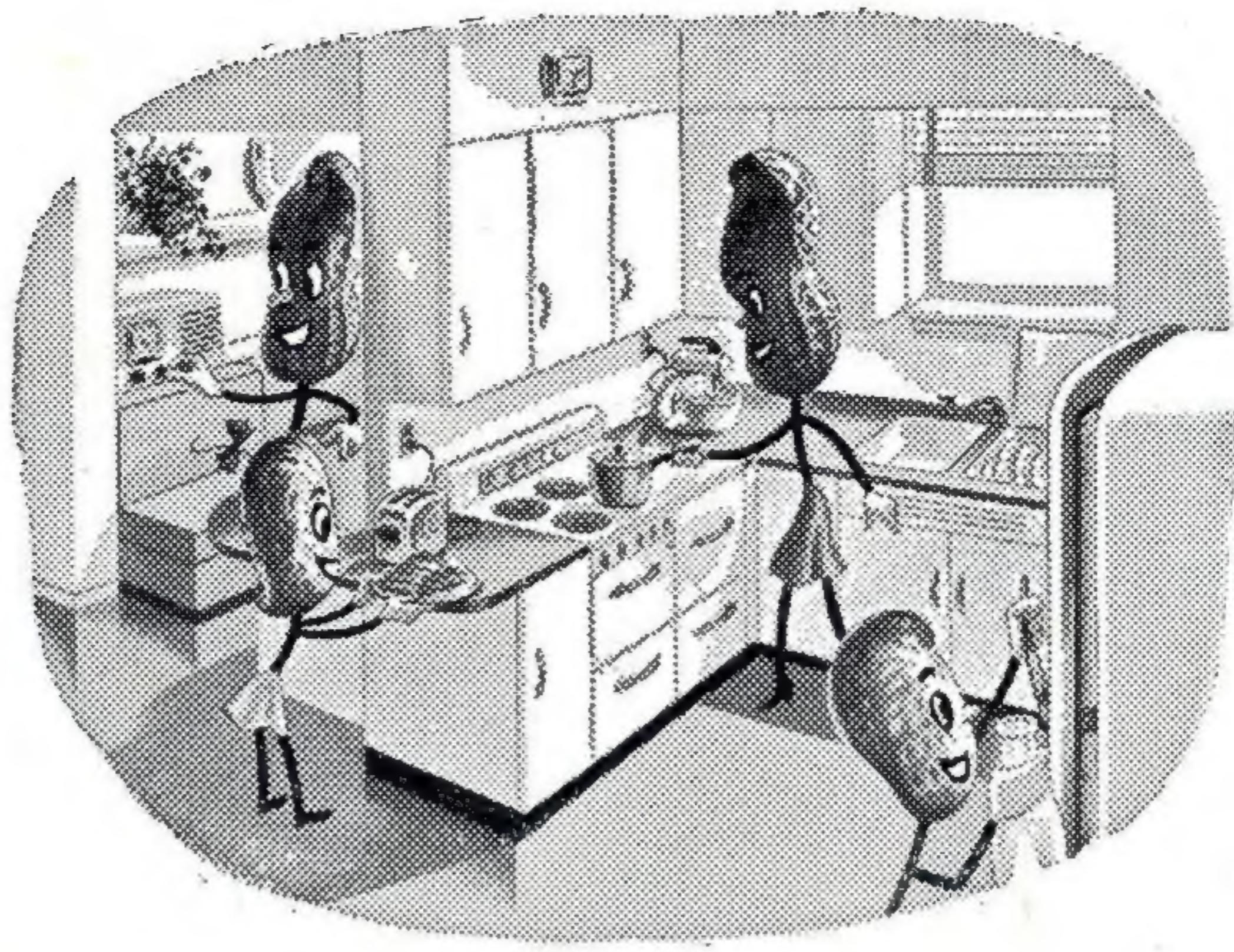


## REDDY KILOWATT



## .... Light Reading ....





## Electricity works for peanuts!

AND if you aren't up on today's expressive slang, *peanuts* means a very small amount of money. Like your electric bill. It really is *peanuts*, isn't it—compared to most other items in your family budget?

While the cost of most things climbed through the years—the price of electric service kept right on going down. Even in wartime, when practically *all* prices popped up, electricity actually became a few *peanuts* cheaper.

As a matter of fact, the average American family gets twice as much electricity for its money today as it did 20 years ago!

All of this goes to prove an important point. Sound *business* management—and experienced employees—together have given the American people dependable, low-priced electric service—the best and the most in the world! You'll enjoy that service even more in the electric years ahead.